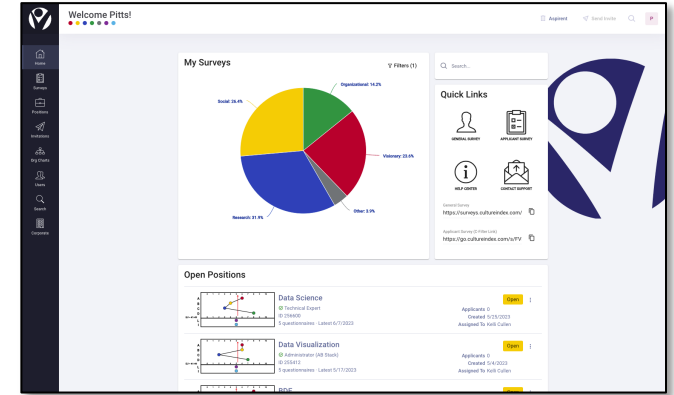


# DIGITAL PRODUCT PLATFORM DEVELOPMENT DRIVES INCREASED CUSTOMER USAGE

*An executive advisory firm that helps business leaders leverage analytics to scale and transform their organizations engaged Aspirent to rebuild its legacy application platform.*

## BUSINESS PROBLEM / CLIENT SITUATION

- The business plan called for a digital platform that enables the company's vision to deliver “a first-class digital experience that supports our first-class advisory services”
- The existing legacy technology solution was not viable as the functionality no longer supported business offerings, was difficult to scale/support, and had performance issues
- Internal IT team was not equipped to re-platform and rebuild the company's product—a client portal that leverages millions of survey records and personality trait data to help organizations hire, retain, and build high-performance teams



## SOLUTION / BENEFITS

- Aspirent co-created the product strategy and roadmap with the business product owner and continues to maintain it via dedicated product management, software engineering, and support **teams**. Highlights of our product development roadmap success include:
- Modern Client User Portal: **Increased customer usage by 71% in last 12 months**
- First-Class Survey Experience: **Increased survey volume by 50% in last 12 months**
- E-signature feature: Led to quicker time from prospect to executed signature and **increased prospect volume by 67% in last 12 months**
- Improved back-office capabilities and major efficiency gains
- Enhanced mobile experience for customers and advisors

