zensar

Delivering a world-class enterprise solution

Case study

We designed and
and their multiple
globally across 39 markets to millions of customers. It replaces the client's existing
system and transforms fleet managers' interaction with their online card
management platform.
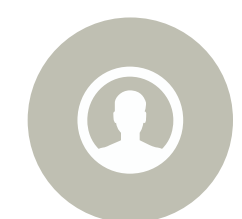
Overview
Addressing shifting customer attitudes

The client, a multinational oil and gas company, recognized the need to reimagine their place as a fleet solutions provider. Unsuitable platforms, competitors moving into the market, and changes in customer experience expectations drove this shift. The client needed to move from being a fuel card company to providing connected services which scale to meet their customers' needs. Their vision was to become a mobility services platform.

The client's new business strategy meant focusing on products and services with customer experience at their heart. Making our work on the client's fleet management system about more than just fuel cards. It paves the way for the client to become a market-leading provider of mobility solutions, including tolls, telematics, and other non-fuel services.

The objective
Create business change grounded in user-centricity

- Design, develop and deliver a fleet management platform as the stepping stone for a digital ecosystem of integrated mobility services..

- Embed new software solutions that create a world-class user experience in a B2B context.

Challenges
Create business change grounded in user-centricity

- Deliver on the client's vision for their place in the future of the mobility space for fleet solutions: diversify revenue streams through innovative products and services that are reliable, relevant, and rewarding.

- Design, develop and deliver a fleet management platform which supports millions of drivers globally across 44,000 retail outlets.

- Setting the benchmark for user experience and end-to-end agile development across retail transformation initiatives for the client.

The solution
Envisioning the ideal experience

We defined an experience strategy including an MVP which brought to life the possibilities in the user experience. It was a compelling picture of the future that allowed stakeholders to understand and support the program's ambition. This meant further investment was secured to build the experience as part of the client's retail transformation plan.

Research informs design
The legacy platform offered an outdated user experience. Our design research with core user groups identified pain points and user needs. It also helped us understand the competitive threat from smaller, more agile organizations entering the market. This meant we could differentiate the client's offering through design.

Design principles
By defining design principles grounded in design research, we directed our design process to meet and exceed fleet managers' expectations. Including designing the platform to be **insightful, predictive, and empowering.** Each principle guided the visual design, development, and implementation across the program.

Every customer, every time
The onboarding experience on the legacy platform was poor and required significant upfront effort from the user. This meant people resisted using the platform, those who remained preferring email or phone contact to manage their fleet. The client's goal to treat every customer like a guest reaffirmed the need to create a product rooted in best-in-class design in a B2B context. Our biggest

design wins came from creating micro-interactions that give the user cues about how the platform works.

We focused on the simplest, high-priority tasks fleet managers carry out. Over time, we ramped up our efforts by designing for greater complexity. By validating our design iteratively through research, we fed back changes into the sprint cycles. This helped us align with our client-side partners' expectations and boost our design, development, and integration effort towards successfully launching the platform.

Co-creation at scale
Alongside designing the platform modularly, we delivered it with the client's API partner. This meant following modern development techniques and building a delivery culture across teams.

From the get-go, we immersed ourselves in the design and technical delivery process. This meant together, we had an entire picture of the technical landscape of the client company and the vision they had for the platform. We knew what could and couldn't change on the road to delivering the fleet management system. It also meant when we hit challenges, we found solutions and wins together, as one team.

By working collaboratively at scale, we designed and delivered a solution that protects the user experience's intricacy and the moments that make a difference to fleet managers. This proves that world-class experience design can be executed on complex B2B systems. By distilling the UI which forms the platform into a pattern library, we helped the client create a baseline for design and development. This will inform a future enterprise design system, ensuring efficiency and cohesiveness to services that are part of the client's vision of the fleet management system.
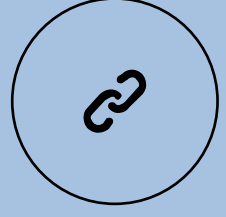
The impact
A platform that makes a difference

We're immensely proud of what we've achieved by helping the client to deliver this platform. It represents how we can help businesses design, develop and deploy next-generation platforms rooted in user-centered design and agile methodology at scale.

39 markets

44,000 customers

100,000+ interactions per month

A future empowered by data

This platform is the first big step in a journey towards the client becoming a provider of best in class customer experience. The platform has served as inspiration for other propositions the client is considering – the pattern library built for the online card management platform has significantly sped up the ideation and delivery of a tolls system. Meaning our work helped drive down time to market and cost to serve while increasing revenue for the client.

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Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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