



Keiken Sample Work

UX Portfolio

Evolving the Sales Desk

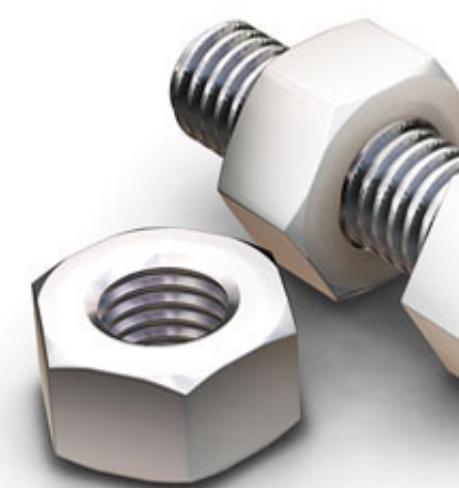
The ability to manage over 100,000 customers and 450,000+ products across 50 countries would pose a challenge to most organizations.

CHALLENGE

- Fragmented product information & processes
- Manual processes throughout the sales & distribution cycle
- Redundant data entry leading to inaccurate information
- Minimal traceability of customers, quotes and order

SOLUTION

- Increased efficiencies through reduced application jumping
- Decreased tedious manual processes
- Reduced time from quote-to-distribution
- Enabled full transparency to information and life-cycle stages



JANE DOE [E105010] @ CHICAGO NW [227] ▾ PRE-ORDERS ORDERS PRODUCTS CUSTOMERS VENDORS REPORTS NEW SESSION | CONTACT | HELP | LOGOUT

SALES DESK

You are searching for a Part to add to Quote #: 12343211.

PART SEARCH PART PROFILE LOCATION AVAILABILITY REEL SELECTION

KEYWORDS SEARCH LOC 100 SEARCH

SEARCH CRITERIA: COAXIAL CABLE | X BELDEN | X COAXIAL CLEAR SORT BY

PRODUCT CATEGORY SEARCH RESULTS

SELECT NEW CATEGORY

COAXIAL AND LEGACY

APPLY FILTERS AS I SELECT CLEAR ALL | COLLAPSE ALL

BUSINESS FILTERS

SELECT ALL EXCLUDE COMPETITIVE CROSS-REF EXCLUDE CUSTOMER # EXCLUDE EDI CROSS-REF EXCLUDE MAINFRAME CROSS-REF EXCLUDE SECONDARY CROSS-REF INCLUDE CUSTOMER SPECIFIC INCLUDE GLOBAL INVENTORY INCLUDE NON-STOCKS INCLUDE ZERO QUANTITY

MANUFACTURER

SELECT ALL ALPHA WIRE (24) BELDEN (739) BERK-TEK (2) COLEMAN CABLE INC (5) COMMSCOPE ANDREW SOLUTIONS (49) COMMSCOPE ENTERPRISE SOLUTIONS (1) COMMSCORE UNIPRISE SOLUTIONS (126) GENERAL CABLE (8) THERMAX/CDT (1)

REGION STD COST VENDOR EFFECTIVE

UNITED STATES CURRENCY PART COST DATE

14.47 02/07/2011 EA

Qty: FEET ADD LINE

SEARCH Within the Search Results

SEARCH CRITERIA: X 4A ; X COPPER

SHOWING 1 - 50 OF 200 RESULTS < 1 2 3 4 > VIEW: 100

Part #: 4A-1204

NEW GENERATION COMMERCIAL AUDIO CABLES, OVERALL SHIELDED PLENUM MULTI-CONDUCTOR STRANDED (BARE COPPER CONDUCTORS, FLAMARREST INSULATION, POLUPROPYLENE SEPARATOR, OVERALL BELDFOIL SHIELD, FLAMAREST JACKET. UL TYPE CMP NEC. ARTICLE 800. Vendor: BELDEN Vendor Part #: YM49018877U100 UM: MF

Qty: FEET ADD LINE

Part #: NON-STOCK

NEW GENERATION COMMERCIAL AUDIO CABLES, OVERALL SHIELDED PLENUM MULTI-CONDUCTOR STRANDED (BARE COPPER CONDUCTORS, FLAMARREST INSULATION, POLUPROPYLENE SEPARATOR, OVERALL BELDFOIL SHIELD, FLAMAREST JACKET. UL TYPE CMP NEC. ARTICLE 800. Vendor: 3M TELCOM Vendor Part #: 1251-XR/ID Buy Currency: USD

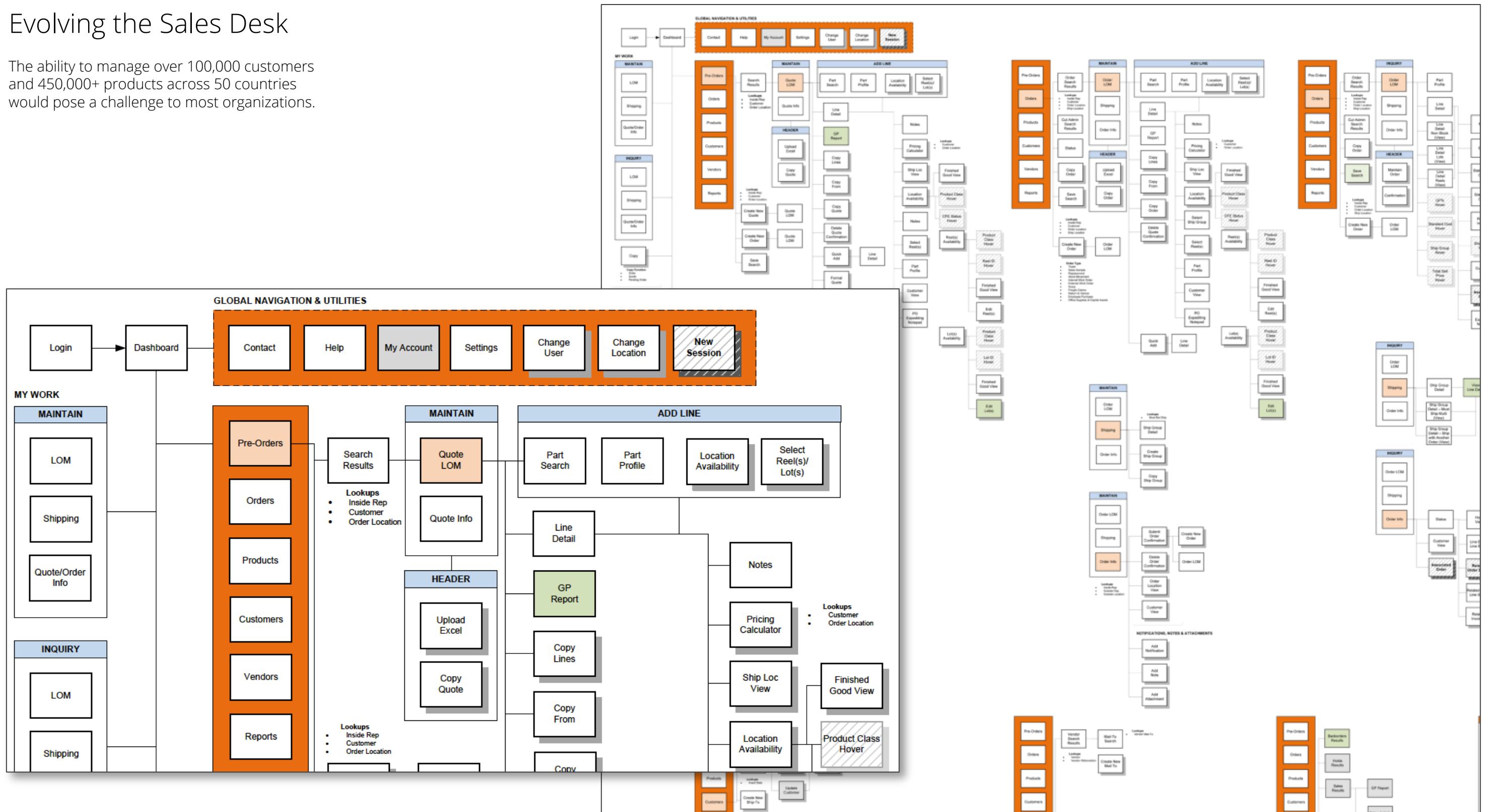
Qty: FEET ADD LINE

Part #: 009616

NEW GENERATION COMMERCIAL AUDIO CABLES, OVERALL SHIELDED PLENUM MULTI-CONDUCTOR STRANDED (BARE COPPER CONDUCTORS, FLAMARREST INSULATION, POLUPROPYLENE SEPARATOR, OVERALL BELDFOIL SHIELD, FLAMAREST JACKET. UL TYPE CMP NEC. ARTICLE 800.

Evolving the Sales Desk

The ability to manage over 100,000 customers and 450,000+ products across 50 countries would pose a challenge to most organizations.



Evolving the Sales Desk

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Order Entry Primary : Mid Level Inside Sales Representative



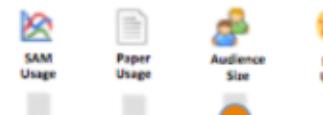
Alex

Inside Sales Representative

“I juggle numerous requests during the day including phone calls and a large number of emails. For speed and recall I utilize my notebook when receiving orders, details, customer info, and anything else I may need later.

Alex has worked at Anixter for 5 years as an Inside Sales Representative. He is bombarded by phone calls and e-mails and rarely has the time to utilize systems immediately due to her comfort level with paper and SAM's limited ease of use. He maintains contacts in Lotus and the majority of communication with customers is e-mail through Lotus.

His work prior to the creation of an Order in SAM is recorded in his notebook and he rekeys the order's specific information into SAM following his initial data gathering. If a customer requests information after the delivery of a quote Alex uses his notebook for reference and not SAM.



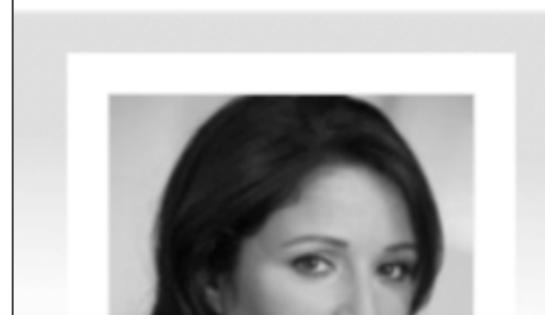
Tasks

- Builds quotes and releases orders
- Documents the majority of quote/order requests in a notebook
- Utilizes e-mail heavily throughout the OE process
- Recalls quotes and associated information via his notebook
- Manages some quotes offline utilizing Excel Spreadsheets
- Participates in 'larger' bids requiring team collaboration
- Conducts follow-ups with sales opportunities

Possibilities

- Storage and easy access to quotes via job name or number
- Ability to utilize 'back' buttons without losing data
- Ability to view real-time tracking information for non-stock
- Ability to find ship-to information quickly
- Centralized location of jobs and their stage within the proc
- Reference and repository of released orders
- Automated reminders and alerts
- Ability to view a more robust set of data within search resu
- Ability for system to populate Zip Code rather than manua
- Ability to receive snapshots of information without digging

Order Entry Primary : Jr. Inside Sales Representative



“I have a lot of chaos throughout the day including constant calls and emails. Due to the the rapid pace of activity I commonly put everything in my notebook and on sticky notes and address it shortly after my contact with the customer.

Maggie has less than 2 years of experience as an Inside Sales Representative with Anixter. For the past two years, she has managed an enterprise-level named account, Siemens. She is bombarded by phone calls and e-mails and rarely has the time to utilize systems immediately due to her comfort level with paper and SAM's constraints to specifically meet her needs. She also conducts specific tasks on the mainframe to accomplish activities not intuitive within SAM.

Her work prior to the creation of an Order in SAM is not recorded anywhere and spends time on the phone or using e-mail during this stage in the process.



Tasks

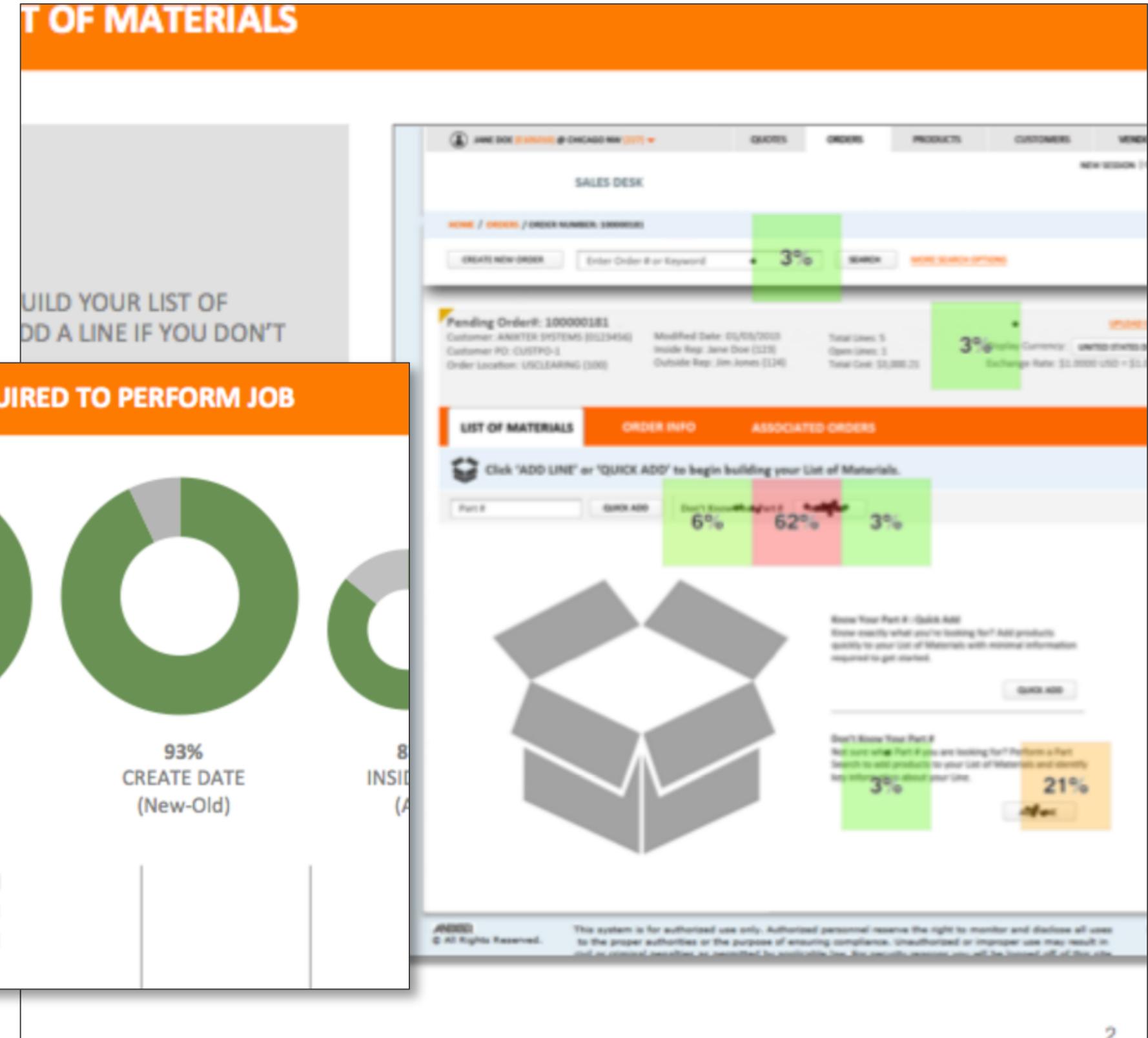
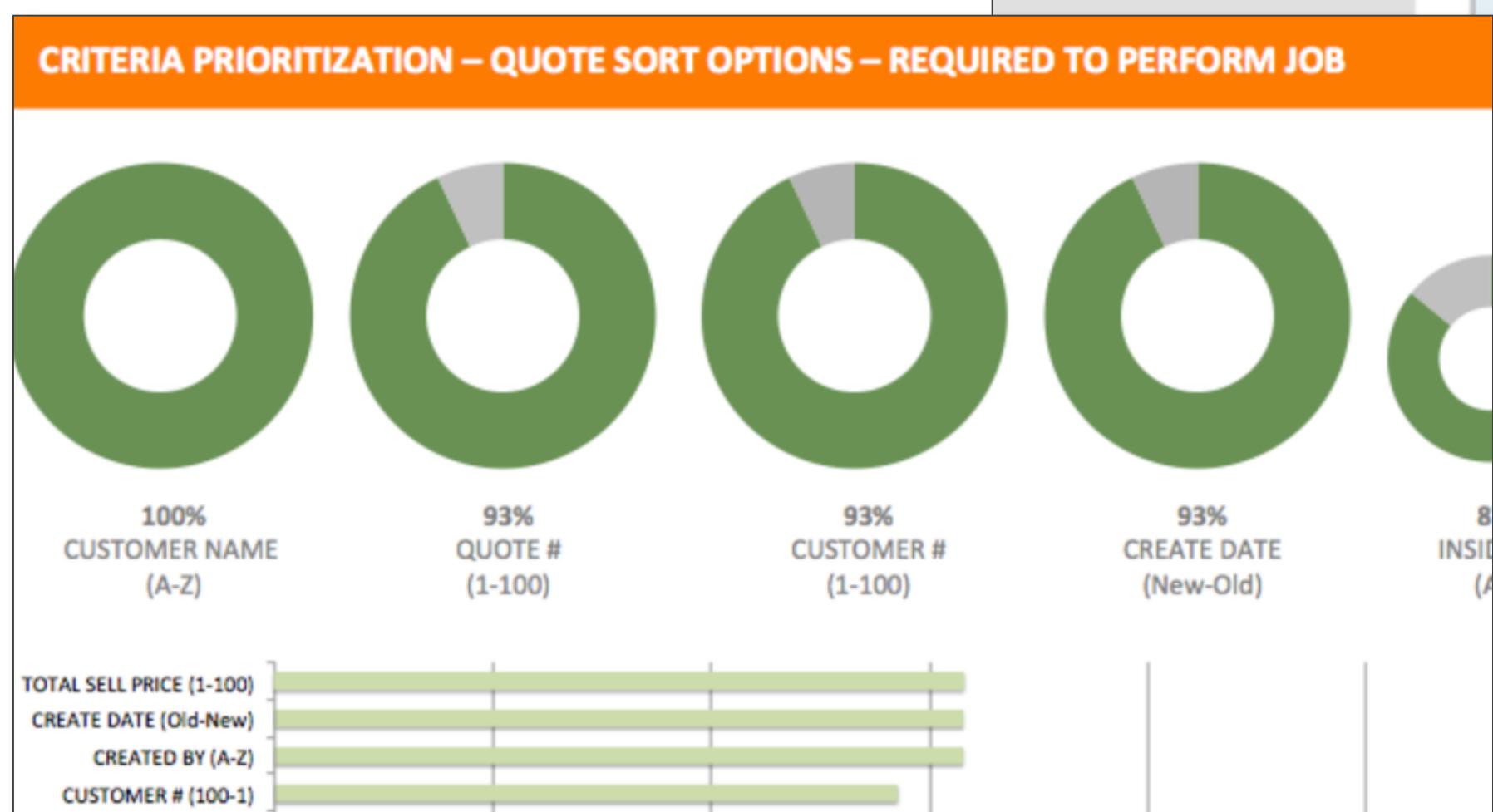
- Manages her desk
- Builds quotes and
- Documents the ma
- Utilizes e-mail hea
- Performs order ma
- Maintains responsi
- Manages many qu
- Conducts follow-up

Possibilities

- Ability to view re
- Ability to find sh
- Reference and r
- Automated remi
- Ability to view a

Evolving the Sales Desk

The ability to manage over 100,000 customers and 450,000+ products across 50 countries would pose a challenge to most organizations.



Driving Dealer Marketing

Supporting over 4,000 independent dealers across the U.S. & Canada to cultivate a multi-channel marketing strategy.

CHALLENGE

- Limited usefulness due to disorganized content and complex feature presentation
- Segmented marketing & educational materials
- Unacceptable drop rates during shopping/purchase process
- Frequent call center contact for assistance utilizing the digital property
- Lacking analytics and success metrics to effectively support dealers

SOLUTION

- Performed 'day-in-the-life' research to understand people and processes
- Uncovered the 'Why' & improved the feature and function relationship model
- Redesigned the search, ordering and shopping experience



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You've got a lot to do, and a short time to get there. Fortunately, we're here to help. Let us be your one stop shop to get started on delivering:

- › the latest company ads and info
- › images for your adwork
- › additional help and inspiration for your ads

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FEATURED OFFER



Te-Think Green Turnkey Flyer

The Turnkey Flyer program is a custom ad program intended to help you easily.

[Create Your Own Turnkey Flyer](#)

FEATURED PRODUCT



Triple Tower "Metal" Back Panel

Panel constructed of styrene and a dot pattern to resemble perforated metal.

[Explore All Showroom Displays](#)

INFO CENTER



Static Spend

Donec vitae ipsum ut neque semper dapibus.



Site Tutorial

Donec vitae ipsum ut neque semper dapibus.



Audio Lorem Ipsum

Donec vitae ipsum ut neque semper dapibus.

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MY DASHBOARD CALENDAR

RECENT ORDERS

CUSTOM ADS

MY LOGOS

Driving Dealer Marketing

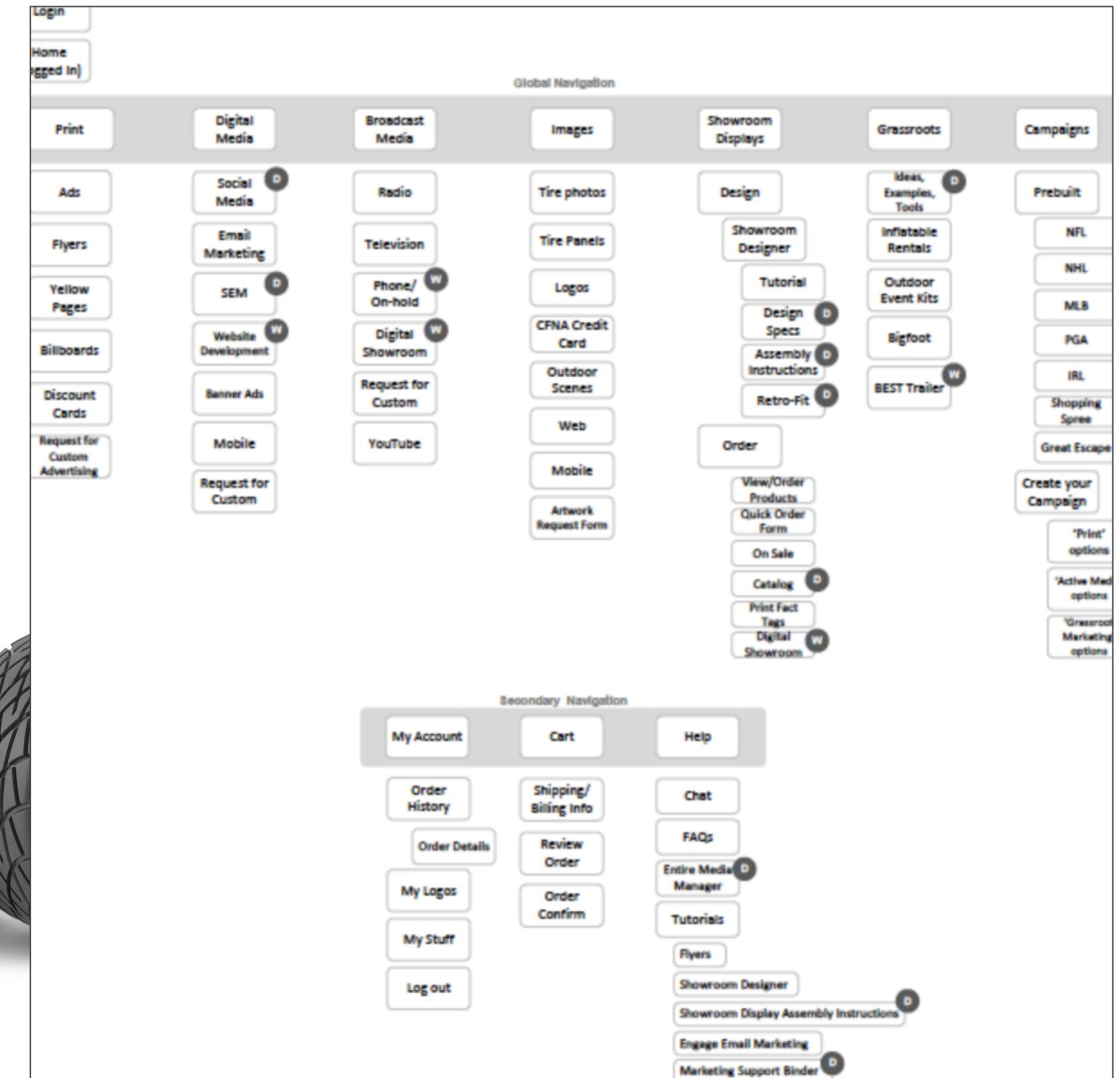
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Driving Dealer Marketing

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Create advertisements;
Build campaigns;
Get the latest company ads and info;
Get images for your adwork;
Get help for your advertising
[Learn more >](#)

Featured Product 2

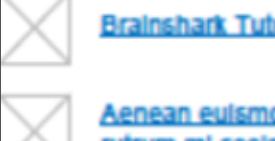

Image

[Triple Tower "Metal" Back Panel](#)
Constructed of styrene with a silver dot pattern to resemble perforated metal
[Explore Showroom Displays](#)

● ● ● ● ●

4

 [Video](#)  [Audio](#)


Image

[Brainshark Tutorial for new and improved RMS 2.0](#)

 [Aenean euismod erat non ligula lobortis tempor](#)
nutrum mi scelerisque. Curabitur id enim risus.

Welcome John [Log out](#) English ▾

BRIDGESTONE Center Retail Marketing Support

[Home](#) [Print](#) [Digital Media](#) [Broadcast Media](#) [Images](#) [Showroom Displays](#) [Grassroots](#) [Campaigns](#) [Search](#)

1 Hero Image

Welcome
Create advertisements;
Build campaigns;
Get the latest company ads and info;
Get images for your adwork;
Get help for your advertising

10 [Email launch for Feb sale](#)
23 [National seasonal campaign](#)
24 [Lorem ipsum dolor sit amet](#)
29 [Lorem ipsum dolor sit amet](#)

1 2 3 4 5

2 I want to:

[Create a newspaper ad](#)
[Create a radio spot](#)
[Create showroom displays](#)
[Create discount cards](#)


Image

My Recent Orders
3 [01/31/2013 Yellow pages ad](#)
Start 2/8/2013

Marketing Spend Advisory 5


Image

Are you getting the most bang for your buck? We can help. Suspendisse placerat faucibus pellentesque. Donec adipiscing vestibulum auctor. Sed a massa est, ac fermentum risus. Ut ac magna a nisi consequat Imperdiet at non sem.

● ● ● ● ●

My Custom Ads
[12/14/2012 Town anniversary](#)
[09/22/2012 Special Blizzak L](#)

My Logos
[Company Logo \(Color\)](#)
[Company Logo \(Black & White\)](#)
[Custom Dealer Signature Pa](#)

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Driving Dealer Marketing

Supporting over 4,000 independent dealers across the U.S. & Canada to cultivate a multi-channel marketing strategy.

[English \(CAN\) \(25\)](#)

[French \(CAN\) \(19\)](#)

Theme

[American Spirit Tire Event \(10\)](#)

[B.E.S.T. Trailer \(6\)](#)

[Big Thanks! Big Savings! \(6\)](#)

[Bigfoot \(8\)](#)

[Drive Green \(8\)](#)

[Criteria 6 \(8\)](#)

[Criteria 7 \(8\)](#)

Color

[Black & White \(14\)](#)

[Color \(7\)](#)

Style

[3x10.5 - Tires Only \(4\)](#)

[3x12 - Tires & Service \(8\)](#)

[3½ x11 - Tires & Service \(6\)](#)

US English
Color
3x10.5 - Tires Only

Select

B.E.S.T. Trailer



US English
Color
3x10.5 - Tires Only

Select

US English
Black & White
3x12 - Tires & Service

Select

B.E.S.T. Trailer



US English
Black & White
3x12 - Tires & Service

Select

US English
Color
3x10.5 - Tires Only

Select

B.E.S.T. Trailer



US English
Color
3x10.5 - Tires Only

Select

American Spirit Tire Event



US English
Color
3x10.5 - Tires Only

Select

B.E.S.T. Trailer



US English
Color
3x10.5 - Tires Only

Select

American Spirit Tire Event



US English
Black & White
3x12 - Tires & Service

Select

B.E.S.T. Trailer



US English
Black & White
3x12 - Tires & Service

Select

American Spirit Tire Event



US English
Color
3x10.5 - Tires Only

Select

B.E.S.T. Trailer



US English
Color
3x10.5 - Tires Only

Select

The Safety of a Happy Meal

Delivering nearly 1.5 billion toys annually to 119 countries is no small task.

CHALLENGE

- Limited visibility into the product lifecycle
- Inability to perform corrective action in a timely manner
- Redundant data entry leading to inaccurate information
- Critical safety information outdated and insecure
- Product incidents/recalls negatively impacting brand equity

SOLUTION

- Identified all touch-points globally, throughout the lifecycle from ideation to distribution
- Defined 'as-is' & 'to-be' processes to enable digital transformation
- Redesigned enterprise product suite & exposed through a unified interface
- Established dashboard monitoring for rapid response and lifecycle transparency



Changing the Environment

Integrating three environmentally conscious brands into one, unified environmental footprint.

CHALLENGE

- Fragmented & siloed data and content delivered through multiple, independent web properties
- Limited consumer-focused features & functions around search and commerce
- Nonexistent product hierarchy and categorization consistency

SOLUTION

- Transformed multiple digital properties into a comprehensive, seamless experience
- Rearchitected data presentation and taxonomy to identify dynamic behavior & relationships
- Unified the brand footprint through integration of consistent design patterns
- Designed search, product display, faceted navigation and administration interaction models



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 Applicable Links | [1](#) Trade Verifications

15 products in Favorites
 Tracking 3 Manufacturers

MANAGE

Search by Keyword or Product ID Advanced Search | Available Features

PRODUCT CATEGORY | MANUFACTURER/BRANDS | SUSTAINABLE CREDITS | CERTIFICATION TYPES

NEWLY CERTIFIED AREA

1 2 3 4

RECENTLY VIEWED | MY FAVORITES | TOP REVIEWED

 [3M Company](#)
 #A10Wb9002211-3

3M Fastbond Foam Adhesive 100
 This product is a fast-tacking contact adhesive to hold seams and curves in seconds.

GREENGUARD Certified
[Children & Schools](#)
[Indoor Air Quality](#)

Manufacturer Website
www.3m.com/binding

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 [3M Company](#)
 #A10Wb9002211-3

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Welcome to the Environmental Institute Product Guide
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Search UL Environmental Keyword(s)

Search GREENGUARD Keyword(s)

Search EcoLogo Keyword(s)

Certification Contributors
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GREENGUARD
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Changing the Environment

Integrating three environmentally conscious brands into one, unified environmental footprint.

Frustrated Fred, Admin

Background

- Uses software applications such as Microsoft Word and Excel and is an intermediate Internet user.
- He is comfortable with technology and is responsible for maintaining an online product catalog as one of his job duties.
- Identified concerns about the lack of instructional indicators causing difficulty for new individuals to manage utilizing the admin interface.
- Has frustration with the current admin toolset due to the cumbersome nature of the system.
- Has concerns about the lack of integrated customer data and manual workflows.

User Needs

- Clear and thorough information on utilizing the system.
- Preview capability prior to pushing new manufacturers or products to the live site.
- Reassurance of data accuracy through a validation stage.
- Ability to tag products with information useful for end users. (i.e. recyclable material, etc.)
- Simplify entry screens to be a more efficient mechanism

Leanne – Sustainability Director

such as Microsoft Word and Excel and is an avid

in the web and is responsible for monitoring direction to sales team.

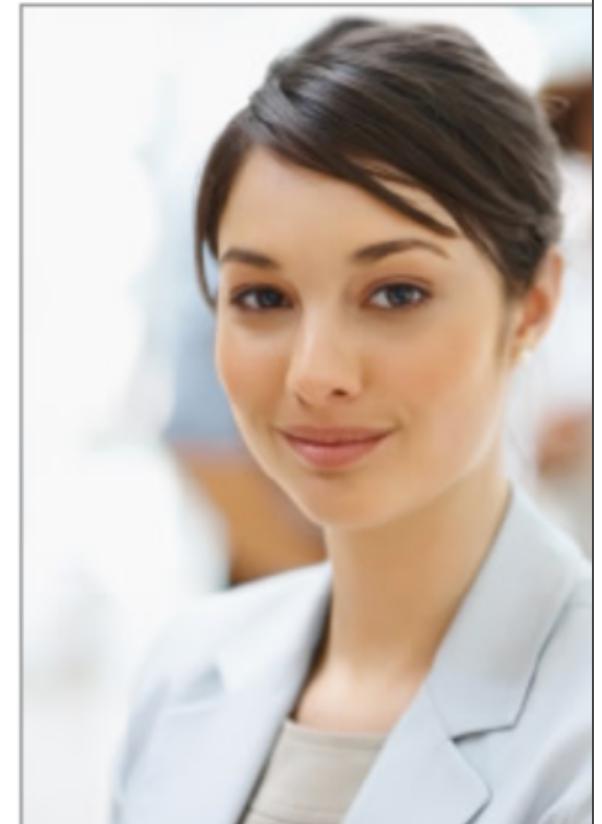
here she can conduct his 'work' and be provided with and social interaction. (leeduser.com)



'Wow! I didn't even know you can do that in the system. This would have saved me a lot of time.'

gn sales team to field access to my-provided tablets. trated with the poor olution. (i.e. didn't

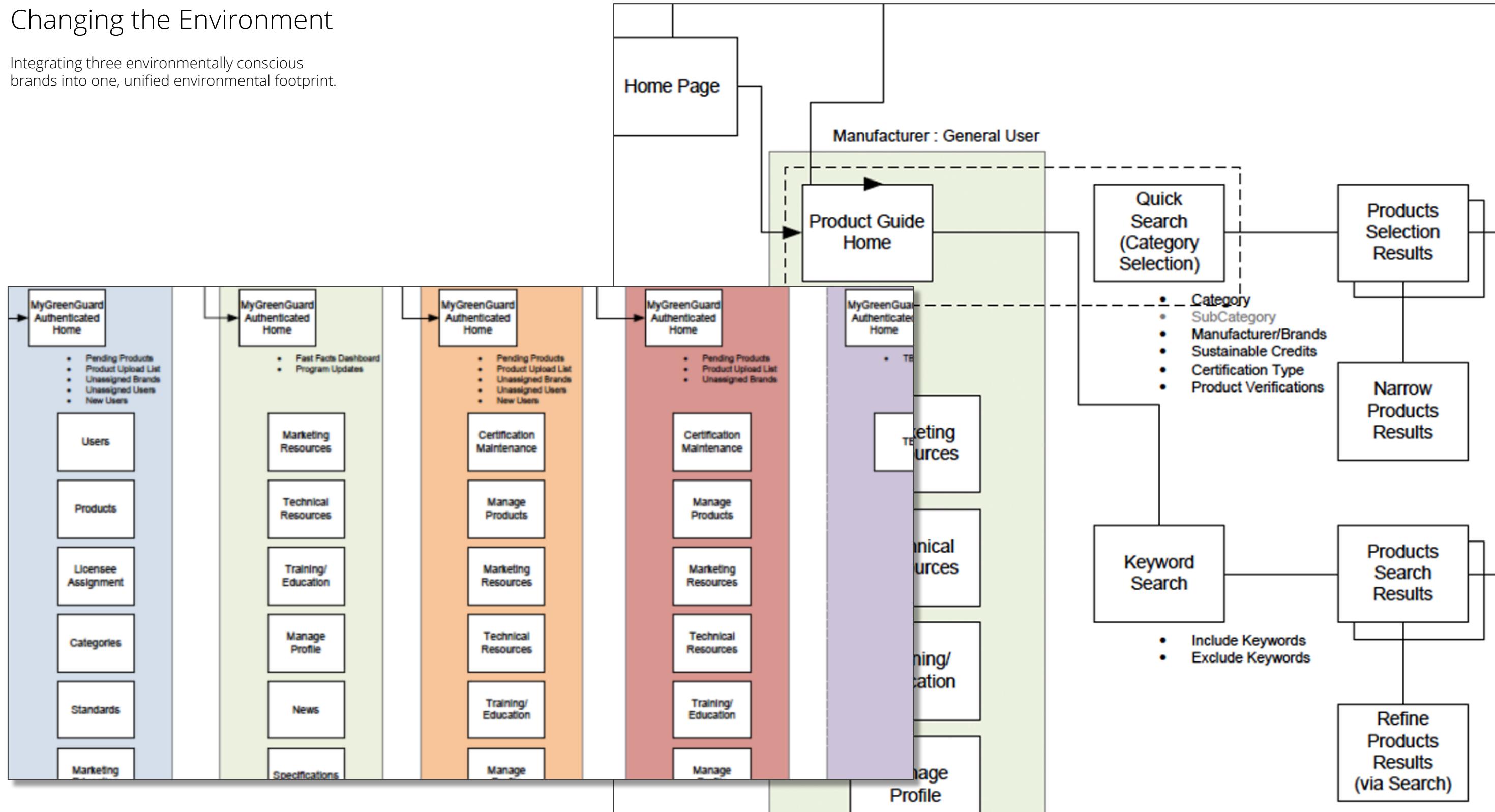
n design. and reduce effort to oration.



'Just had mobile demo Intertek that was great definitely see using this solution.'

Changing the Environment

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Search by Keyword or Product ID

15 products in Favorites
 Tracking 3 Manufacturers

PRODUCT CATEGORY | MANUFACTURER/BRANDS | SUSTAINABLE CREDITS | CERTIFICATION TYPES

RESULTS FOUND FOR [ADHESIVES/SEALANTS](#)

W 16 PER PAGE [1](#) [2](#) [3](#) [4](#) [NEXT >](#)

Image	3M Company / 3M™ FastBond™ Contact Adhesive 2000NF	Image	3M Company / 3M™ FastBond™ Contact Adhesive 2000NF	Image	3M Company / 3M™ FastBond™ Contact Adhesive 2000NF
Image	Number: A10Wb9002211-2 Children & Schools Indoor Air Quality Compare	Image	Number: A10Wb9002211-2 Children & Schools Indoor Air Quality Compare	Image	Number: A10Wb9002211-2 Children & Schools Indoor Air Quality Compare

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Search by Keyword or Product ID Advanced Search | Available Features

PRODUCT CATEGORY | MANUFACTURER/BRANDS | SUSTAINABLE CREDITS | CERTIFICATION TYPES

NEWLY CERTIFIED AREA

2 [GET CERTIFIED PROMO](#)

Agency Portal

Crafting a solution to go beyond the traditional Premium Increase Review & drive Comprehensive Portfolio Reviews.

CHALLENGE

- Underperforming agencies and limited cross-selling success
- Lack of multi-product understanding and knowledge
- Fragmented customer data causing challenges building deep customer relationships

SOLUTION

- Increased the visibility to critical customer information within a 'snapshot' summary
- Established deep-linking strategy to enable easy access to detailed policy and coverage data
- Improved cross-sell knowledge through intelligent gap, discount and coverage recommendations

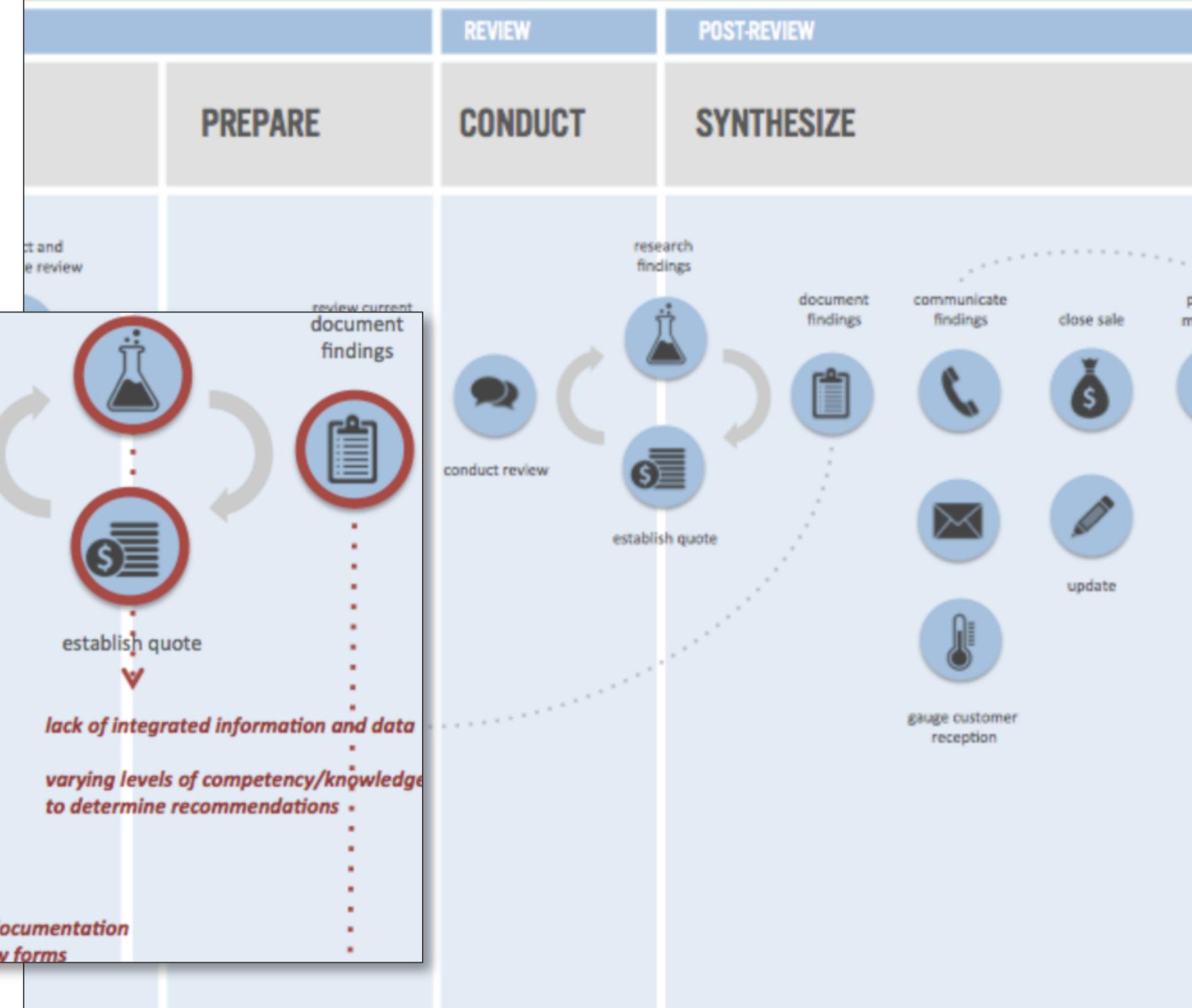


BILLING EXPLANATION		PREMIUM EXPLANATION		SAVINGS OPPORTUNITIES			
POLICY # 9012340000045		CUSTOMER JAMES SMITH		AGENT OF RECORD: JANE DOE			
• STATUS: ACTIVE PERIOD: 8/4/2014 - 2/4/2015 (79 OF 184 DAYS REMAIN) COMPANY: COMPANY STATE: IL LINE: 019		PAY PLAN: MONTHLY PAY METHOD: EASY PAY BILLING PLAN: STANDARD SELECTED DUE DATE: 12/3/2014 BILLING OPPS REMAINING: 2 OF 6		NOVEMBER 15, 2014 ADJUSTED PREMIUM: \$2,792.00 CURRENT PREMIUM: \$2,792.00 PRIOR TERM PREMIUM: \$2,886.80 FULL PAY: \$2,512.80			
SAVINGS & DISCOUNTS							
DEDUCTIBLE OPTIONS RESET ALL							
Honda Civic 2013 \$600 NOW \$250 WHAT IF \$1000 New Premium \$400	Dodge Neon 2011 \$400 NOW \$250 WHAT IF \$1000 New Premium \$250	VW Tiguan 2014 \$1,746 NOW \$250 WHAT IF \$1000 New Premium \$1,200					
CURRENT PREMIUM: \$2,792.00 DEDUCTIBLE CHANGES: -\$866.00 PREMIUM AFTER DEDUCTIBLE CHANGES: \$1,926.00							
CURRENT DISCOUNTS		SELECT	AMOUNT	ELEGIBLE DISCOUNTS		SELECT	AMOUNT
Allstate Easy Pay Plan		<input checked="" type="checkbox"/>	-\$20.50	Allstate Full Pay		<input type="checkbox"/>	--
Allstate Easy Pay Plan		<input checked="" type="checkbox"/>	-\$20.00	Anti-theft discount - Civic		<input checked="" type="checkbox"/>	-\$100.00
New Car 2014 - 2014 Tiguan		<input type="checkbox"/>	+\$32.50	Anti-theft discount - Neon		<input type="checkbox"/>	--
Good Student - Johnny		<input checked="" type="checkbox"/>	-\$12.50	Safe drivers - David		<input checked="" type="checkbox"/>	-\$100.00
Senior Adult - David		<input checked="" type="checkbox"/>	-\$4.00				
TeenSMART - Johnny		<input checked="" type="checkbox"/>	-\$3.50				
DISCOUNTS:			-\$60.50	NEW DISCOUNTS:			-\$200.00
				TOTAL DISCOUNTS:			-\$260.50
				NEW PREMIUM:			\$1,665.50

Agency Portal

Crafting a solution to go beyond the traditional Premium Increase Review & drive Comprehensive Portfolio Reviews.

VIEW PROCESS - CURRENT STATE



Agency Portal

Crafting a solution to go beyond the traditional Premium Increase Review & drive Comprehensive Portfolio Reviews.

NEEDS ASSESSMENT						OBJECTIVE ACHIEVED:			
PRIORITY						OBJECTIVE ACHIEVED			
NEEDS		low	medium	high	GS	FF			AGENT NEEDS
can I identify my customers are up for review?		low	medium	high	GS	FF			12 How do I know what products my customers qualify for?
do I track my customer appointments?		low	medium	high	GS	FF			13 How do I inform my customers about a review?
How can I identify my customers that are up for review?		low	medium	high	GS	FF			14 How do I determine pricing of anticipated products pre-review?
How do I track my customer appointments?		low	medium	high	GS	FF			15 How do I determine pricing of products during review?
How can I obtain a summary of my customer info?		low	medium	high	GS	FF			16 How do I determine pricing of products post-review?
How do I identify my customer's current 'life-stage' and needs?		low	medium	high	GS	FF			17 How do I gather documents associated with my customer?
How do I know what factors impact my customer's products?		low	medium	high	GS	FF			18 How do I review historical customer communications?
How do I know my customer's current product portfolio?		low	medium	high	GS	FF			19 How do I find my customer's product & coverage history?
		low	medium	high	GS	FF			20 How do I compile notes and info for a customer review?
		low	medium	high	GS	FF			21 How do I document notes and info during a customer review?
		low	medium	high	GS	FF			22 How do I follow up with my customer post-review?

Agency Portal

Crafting a solution to go beyond the traditional Premium Increase Review & drive Comprehensive Portfolio Reviews.

CHALLENGE

- Underperforming agencies and limited cross-selling success
- Lack of multi-product understanding and knowledge
- Fragmented customer data causing challenges building deep customer relationships

SOLUTION

- Increased the visibility to critical customer information within a 'snapshot' summary
- Established deep-linking strategy to enable easy access to detailed policy and coverage data
- Improved cross-sell knowledge through intelligent gap, discount and coverage recommendations

BILLING EXPLANATION

POLICY # 9012340000045 CUSTOMER JAMES SMITH AGENT OF RECORD: JANE DOE NOVEMBER 15, 2014

● STATUS: **ACTIVE** PAY PLAN: **MONTHLY** ADJUSTED PREMIUM: **\$2,792.00**
 PERIOD: **8/4/2014 - 2/4/2015 (79 OF 184 DAYS REMAIN)** CURRENT PREMIUM: **\$2,792.00**
 COMPANY: **ALLSTATE INDEMNITY** PRIOR TERM PREMIUM: **\$2,886.80**
 STATE: **IL** SELECTED DUE DATE: **12/3/2014** FULL PAY: **\$2,512.80**
 LINE: **019** BILLING OPPS REMAINING: **2 OF 6**

PREMIUM EXPLANATION

SAVINGS OPPORTUNITIES

NOTES

CheckFree eBill

DESCRIPTION

NOTES

ALL HISTORY TRANSACTION HISTORY BILLING HISTORY ACTIVITY HISTORY NARRATIVE

NOTES

11/07/14 PTN EMAIL EVENT 3000 TYPE 0217 Current -- System -- --

11/07/14 DPN TRANSACTION POSTED FROM 007: ORIGINAL PROCESS DATE 141107; ORIGINAL SOURCE [MORE...](#) -- System -- --

11/07/14 -- Installment Fee Charge System +\$3.50 \$914.26

11/07/14 Online Service Provider Payment Received- Electronic Banking E-mail -\$460.63 \$910.76

11/06/14 IN RESPONSE TO SIU MRP/UT PROCESS RCD PROOF OF OWN CAR & INS. FOR CONNOR WHO IS W PROG [MORE...](#) -- Agency -- --

11/06/14 *UA03 - NARRATIVE CREATED BY BOE495, LAST UPDATED BY: BOE495 -- Agency -- --

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.COM Redesign

Crafting a responsive solution to reach personal, small business, and commercial customers with an experience across mobile and web.

CHALLENGE

- Traditional website that was not mobile friendly and prevented consumption on a phone.
- Lack of consistent content structure and navigation paths.
- Limited brand cohesiveness from traditional marketing to online marketing.

SOLUTION

- Redesigned the site to abide by responsive design principles.
- Crafted a multi-faceted approach to reach independent customer segments without fragmenting the experience.
- Improved content access through improved navigation and content prioritization.



Take comfort in knowing your banking needs are covered.

CHECKING

BUY A HOUSE

SMALL BUSINESS

SAVE MORE

FIND A CARD

A new home is closer than you think.

At MB Financial Bank, we'll provide the tools to close on a home so you can open up your future. By building a personal relationship with you, we'll help you make the best decision for you and your family.

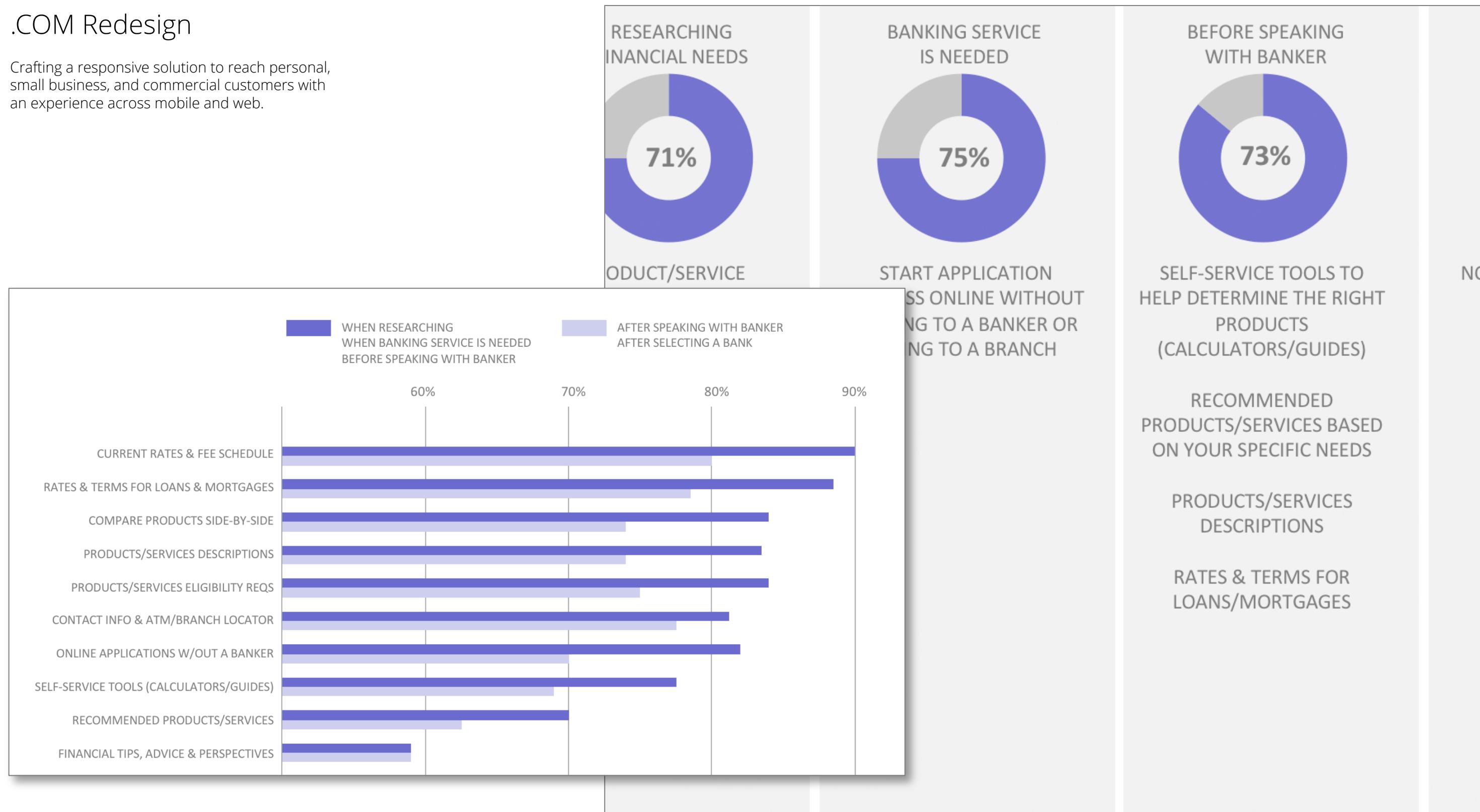
APPLY NOW | LEARN MORE

A new home is closer than you think.

At MB Financial Bank, we'll provide the tools to close on a home so you can open up your future. By building a personal relationship with you, we'll help you make the best decision for

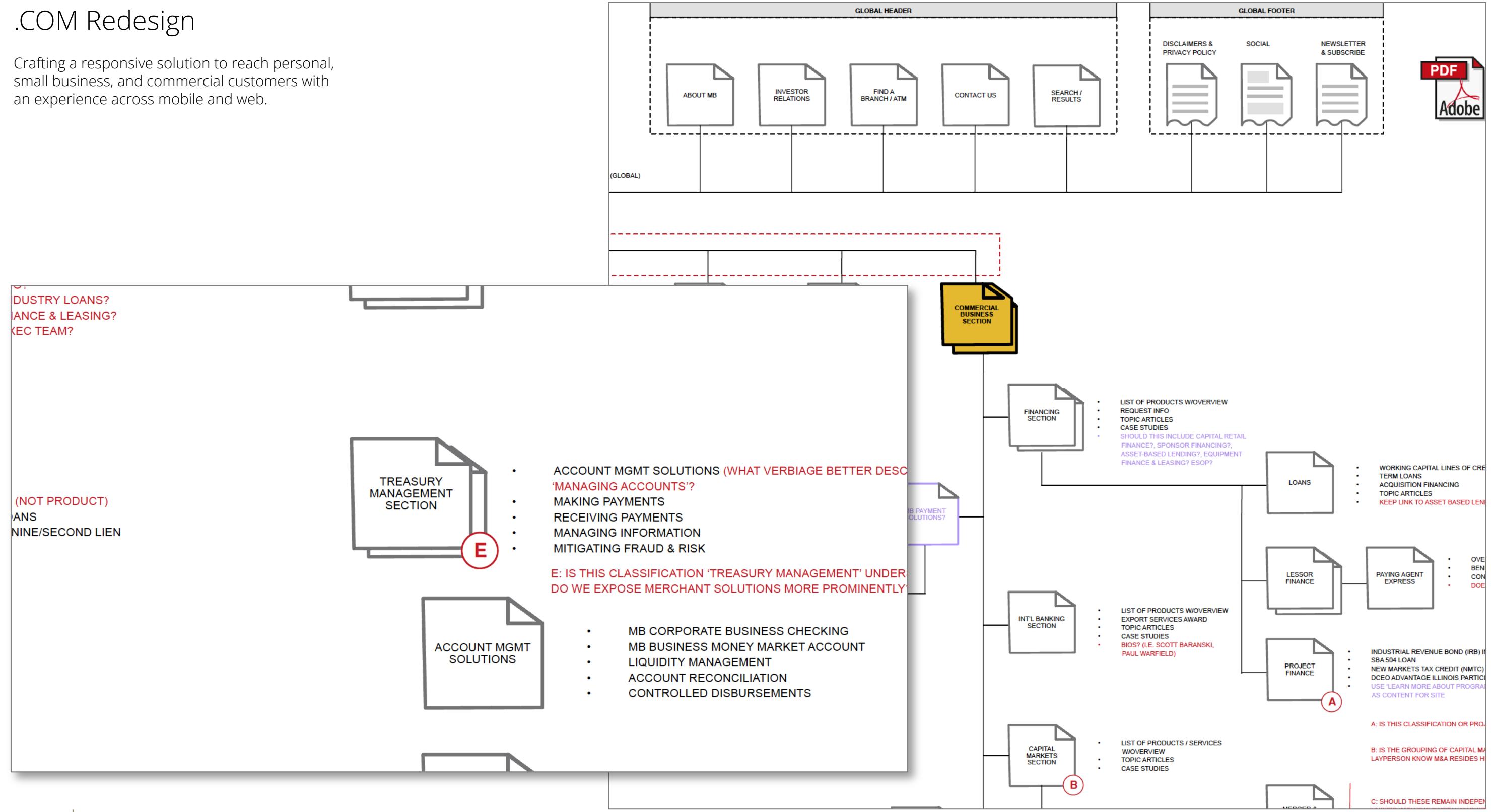
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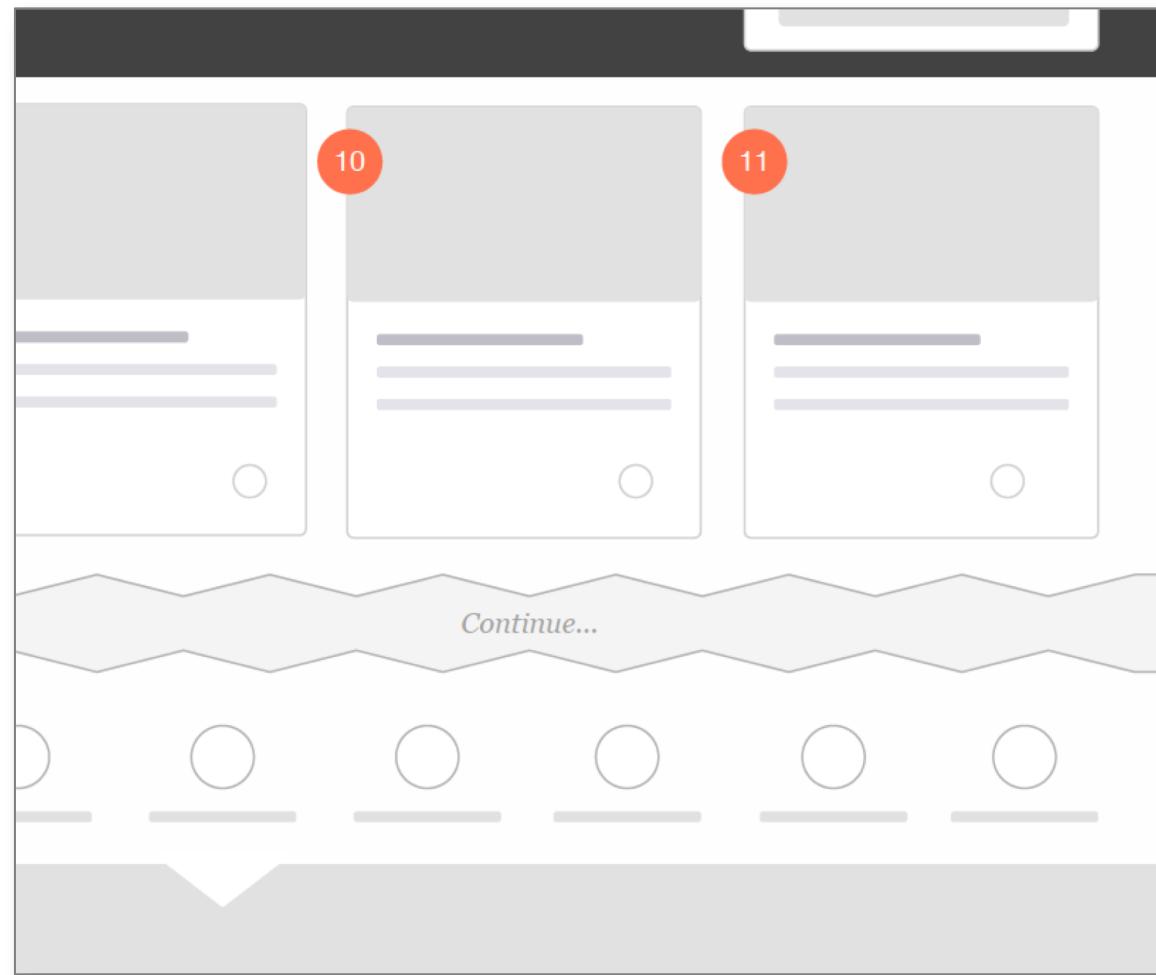
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Desktop

5 Location header - Home
• Link to Home Page

6 Location header (OnClick displays navigation between Audience Section Pages)
• Personal
• Small Business (Active)
• Midsize Business
• Commercial Business

7 Primary header - *identify character constraints*

8 Account login
• Intro header and copy
• Text fields for username & password
• CTA button to submit

9 Promo spot - product focused - checking
• Image
• Header text
• Intro copy
• Deep link

10 Global (secondary) navigation
• Careers
• Contact Us
• Find a Branch/ATM

11 Search Icon - On click expands search bar (slides left) and exposes text field and go button

12 Global navigation
• Products & Services
• About MB
• Insights

13 Account login
• Text fields for username & password
• CTA button to submit

14 Primary header - *identify character constraints*

15 Promo spot - audience focused - personal (OnClick directs to Section page)
• Image
• Header text
• Intro copy
• Deep link

16 Promo spot - audience focused - small business (OnClick directs to Section page)
• Image
• Header text
• Intro copy
• Deep link

17 Promo spot - audience focused - midsize business (OnClick directs to Section page)
• Image
• Header text
• Intro copy
• Deep link

18 Promo spot - audience focused - commercial business (OnClick directs to Section page)
• Image
• Header text
• Intro copy
• Deep link

Thank You

630.788.2045 \ pkeiken@gmail.com