PHONE APP CONSOLIDATION SUCCESS

Esher Advisory

OVERVIEW

1. Situation

- A leading car park operator sought to enhance operational efficiency and improve user experience by integrating two separate phone apps into a unified application as part of its app consolidation programme

2. Task

- As the Programme Manager, I was responsible for leading the integration process, overseeing critical work streams across the software development lifecycle and collaborating with key stakeholders to ensure successful execution

3. Actions

- 1. Seamless Integration:

  - Managed the integration process to ensure alignment with programme objectives and timelines
  - Collaborated closely with Publicis Sapient and the client's Data Warehouse provider to coordinate technology integration and resource allocation
  - Conducted regular status meetings and communication sessions to keep all stakeholders informed and engaged throughout the programme

  2. Enhanced User Experience:

  - Oversaw consolidation efforts to ensure a seamless user experience across the unified application
  - Implemented user feedback mechanisms to continuously improve application usability and functionality
  - Monitored key performance indicators related to user engagement, revenue and transaction volumes to assess the impact of the consolidation on business outcomes

4. Results

- Successfully integrated two separate phone apps into a unified application, meeting programme objectives and timelines

- Enhanced user experience led to increased revenue and transaction volumes for the client

- Demonstrated the ability to manage complex integration initiatives, delivering significant business benefits through effective programme management and collaboration

5. Affected parties

- Client stakeholders: Experienced improved operational efficiency and a unified platform, enhancing their service offerings

- Users (Customers): Benefited from a seamless and improved user experience, leading to higher engagement and satisfaction

- Publicis Sapient and Data Warehouse provider: Collaborated effectively in the integration process, fostering strong relationships and ensuring resource alignment to programme objections