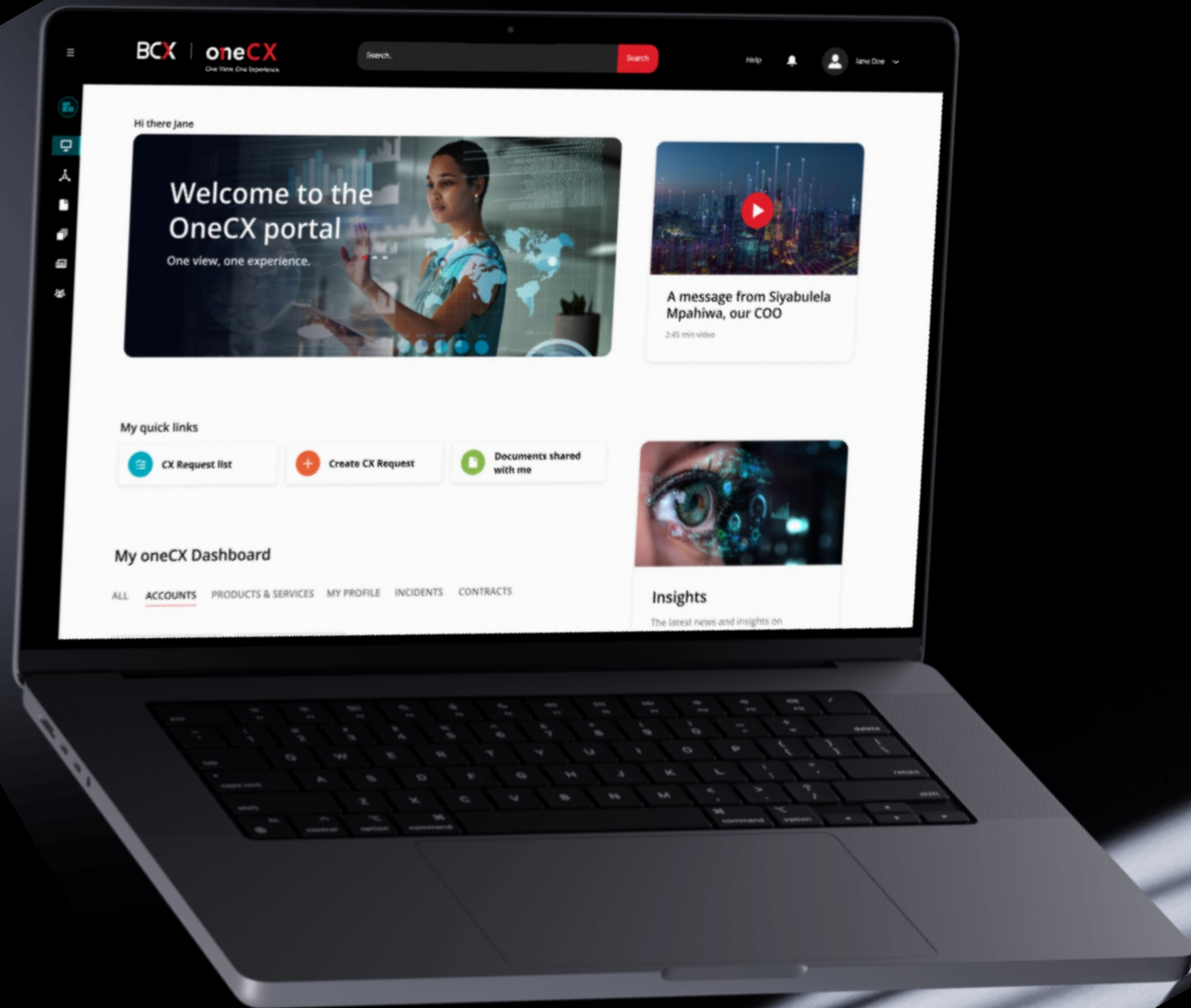


BCX OneCX Salesforce

Case Study



Designing a new B2B customer Experience

BCX, a South African based information and communication technology company wanted to reinvent their customer experience and the way their customers were being served. BCX reached out to VML to assist them in redesigning an experience for their clients along with the various Account managers where both parties could easily communicate with each other, assist with admin intensive tasks and a place where both parties could see and track various account specific tasks and actions.

VML worked alongside BCX to understand the current pain points of internal account managers and clients and design a future fit journey which would address the key issues both account managers and clients were currently experiencing.

What we did

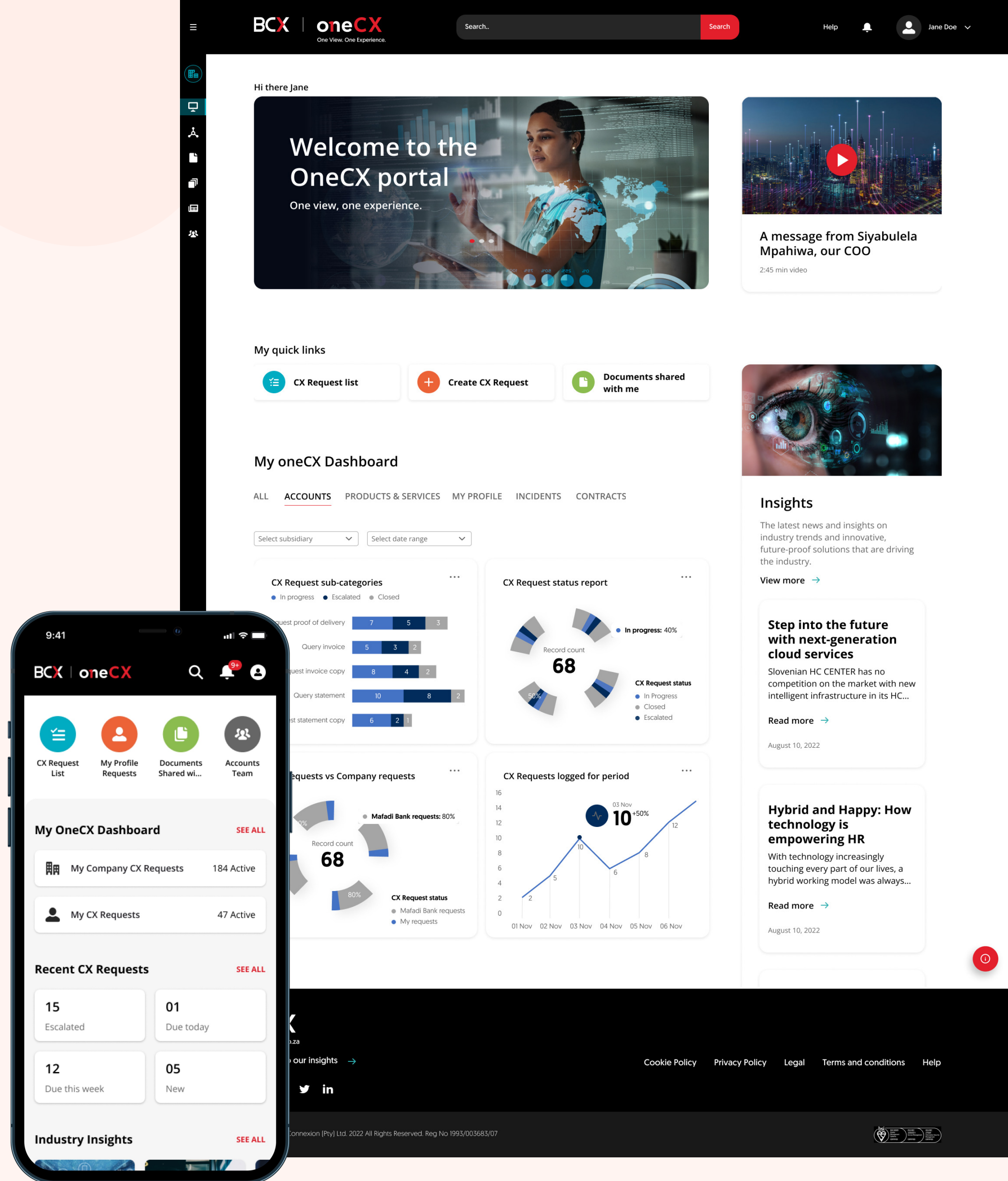
- UX Discovery & Analysis
- Competitor Analysis
- Mobile Journey Definition
- Process Flow Mapping
- UX Wireframes (Mobile and Desktop)
- UX Prototypes (Mobile and Desktop)
- Design System
- UI Designs (Mobile and Desktop)
- User Testing Planning

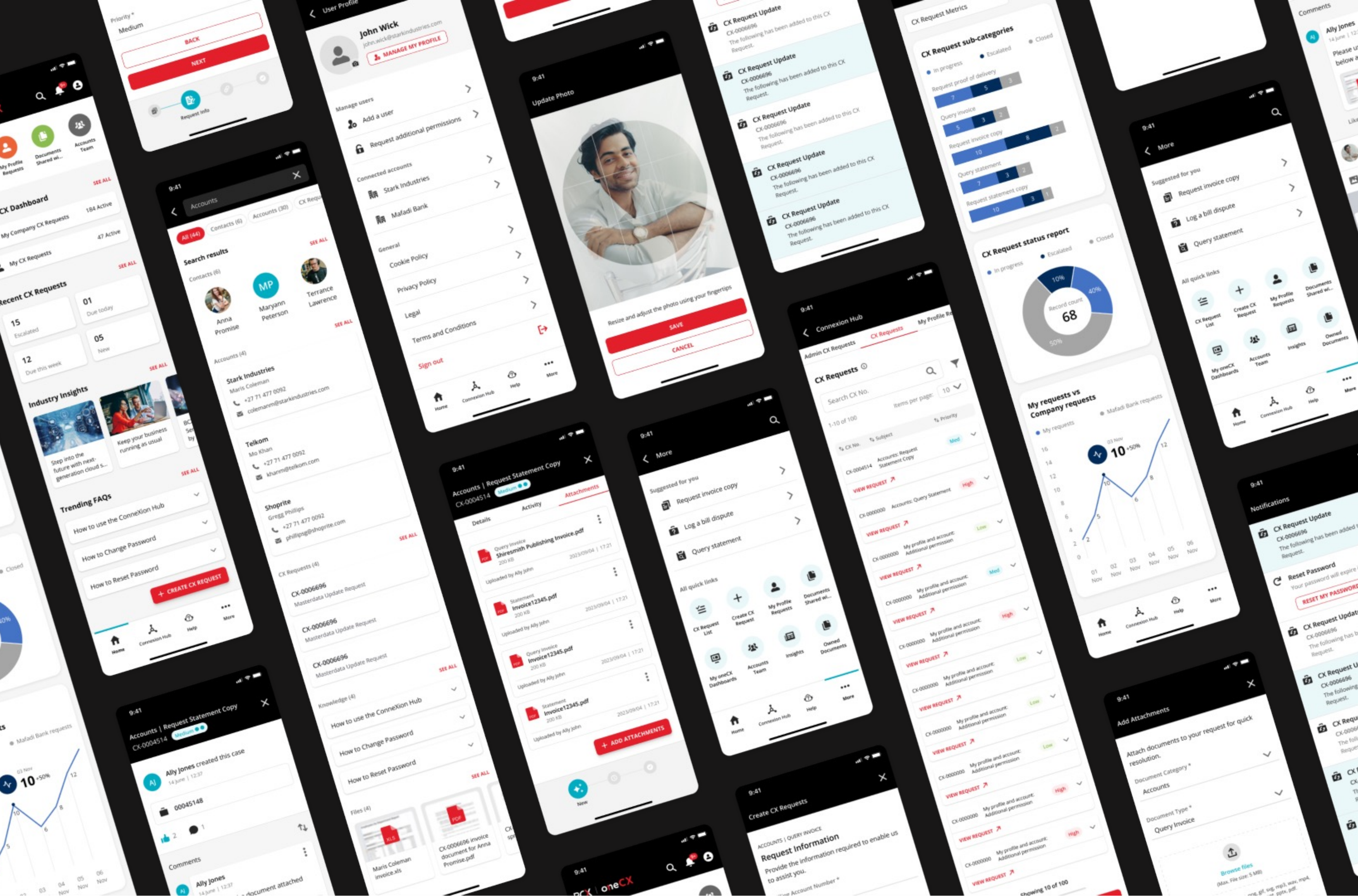
My Deliverables

- UX Discovery
- Competitor Analysis
- Journey Definition
- Process Flow Mapping
- UX Wireframes (Mobile and Desktop)
- UX Prototypes (Mobile and Desktop)

Key Technologies

- Salesforce





Mobile Dashboard

Top navigation bar

A simple and uncluttered top navigation menu for easy navigation to the search, notifications and profile section.

Quick links

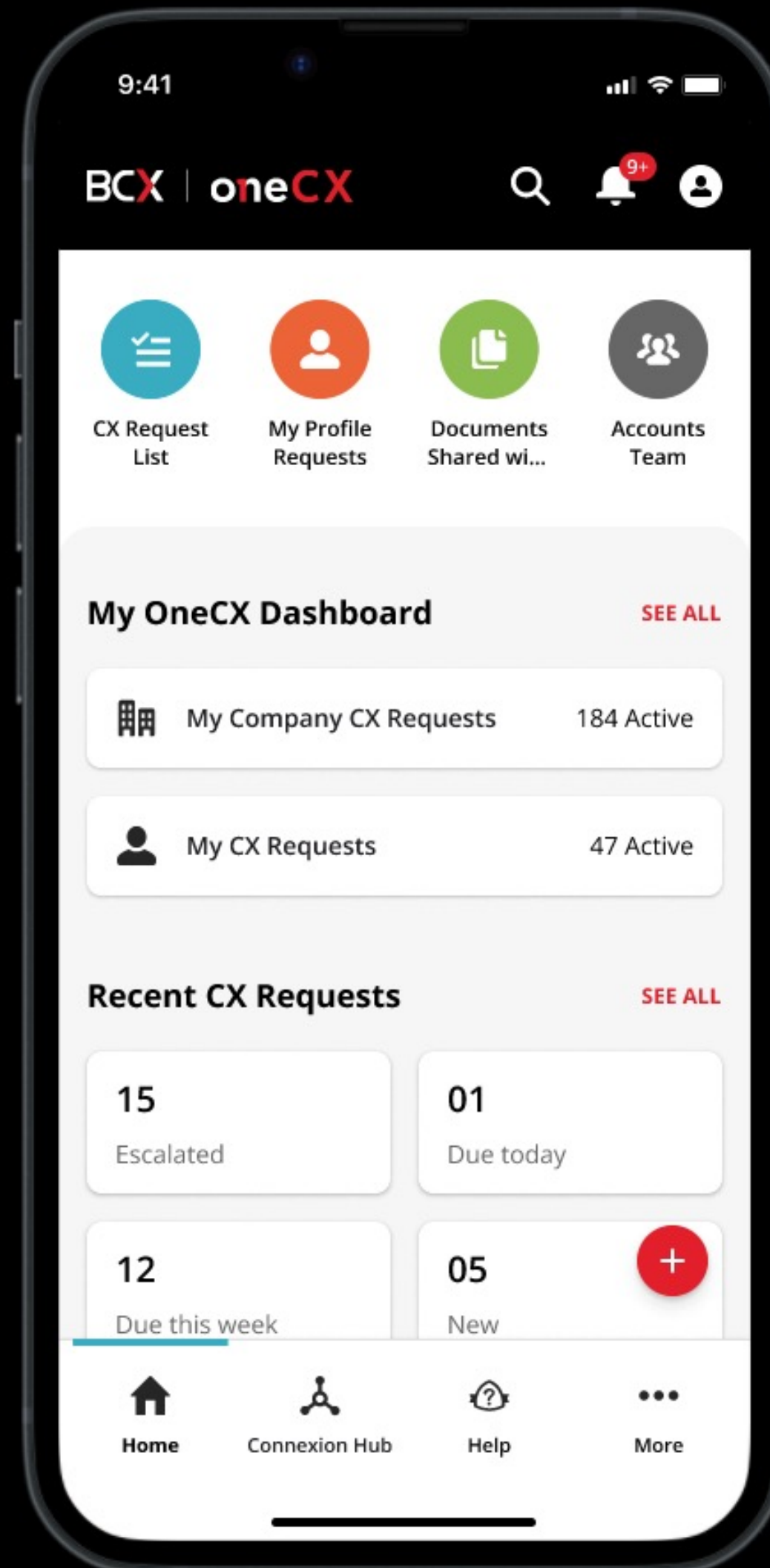
Quick links below the top nav bar for faster completion of tasks and to promote feature discovery.

Recent activities

Recent activities section empowering users to stay informed, prioritize tasks, and navigate the portal more efficiently.

Bottom navigation bar

Bottom app nav bar with icons representing the app's core functionalities for accessibility and clear navigation.



Search

Search icon in the top nav bar to provide an additional layer of flexibility and ease of use.

Notifications

A notification icon in the top navbar to effectively increase user awareness and encourage engagement.

User profile

User profile icon in the top navigation bar for a convenient and familiar way for users to access their account information and personalize their experience within the mobile interface.

Floating action button

FAB with the key purpose of the portal (creating a CX request) for easy access and prominence.

Mobile Menu UI Screen

Full page 'MORE' menu for less frequently used options to still be accessible but not clutter the main interface.

Search

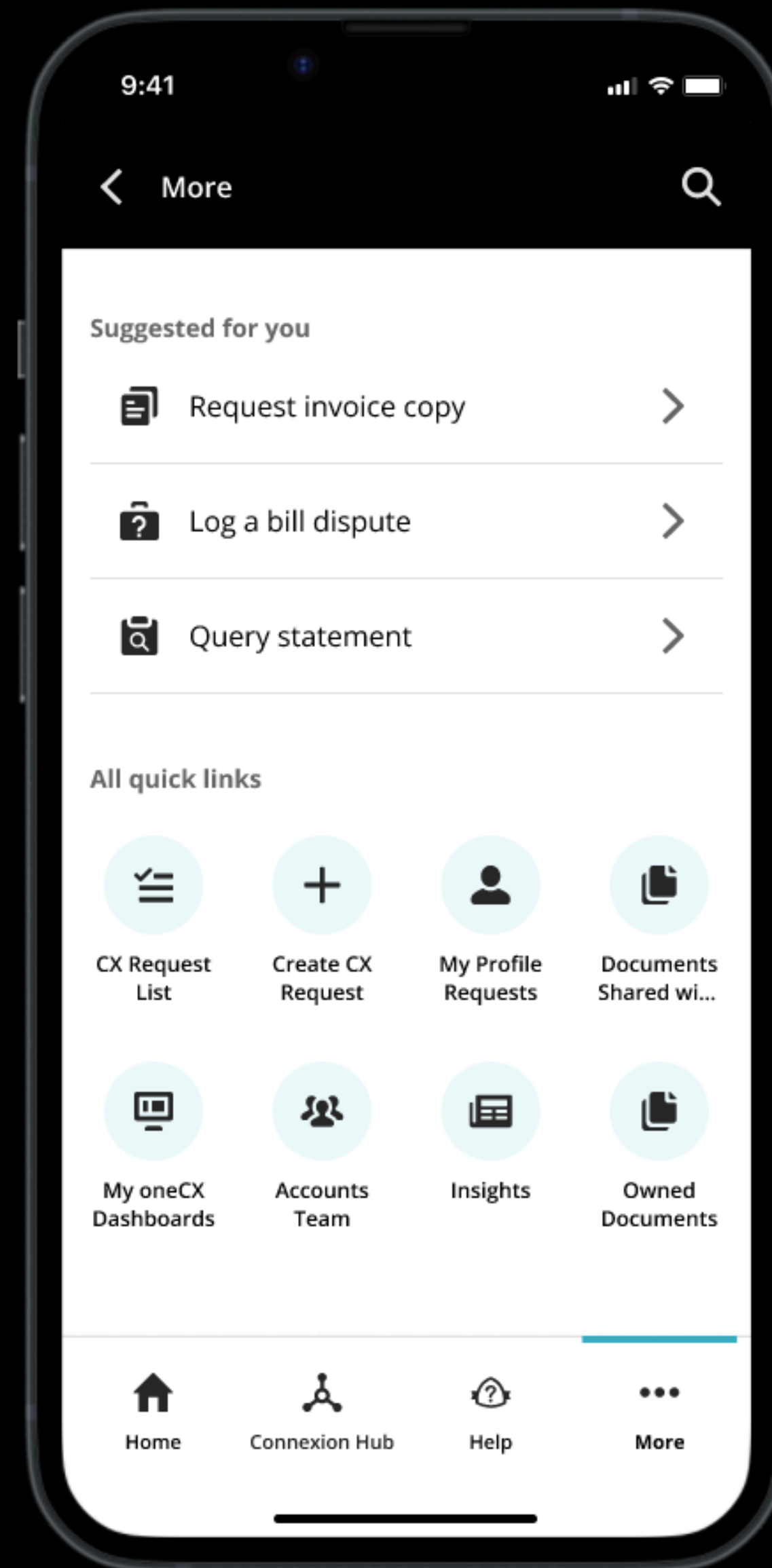
Search icon to ensure it's still accessible for users who want to find something specific.

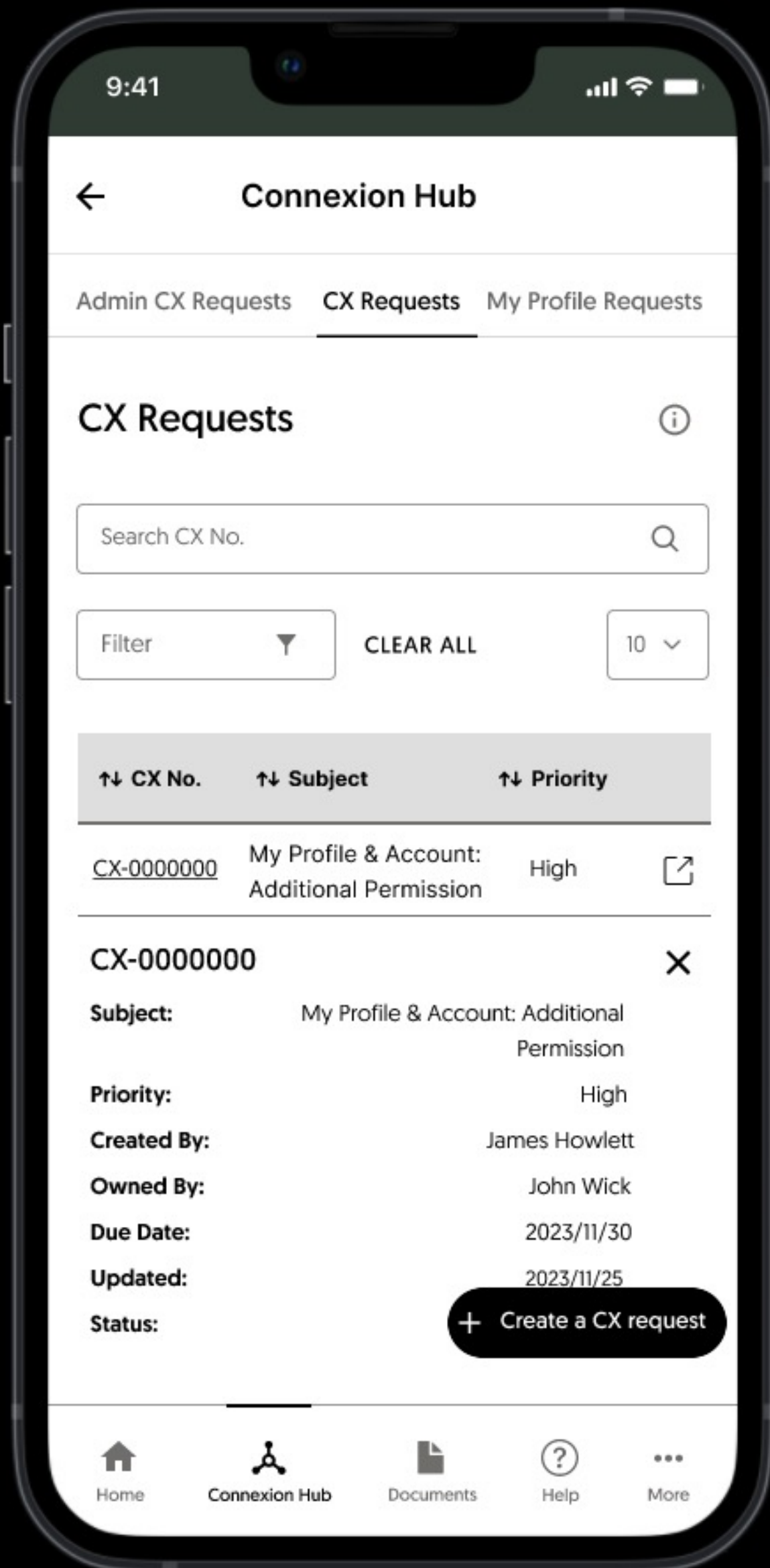
Suggested for you

A section with quick links for clients to easily access and perform specific CX requests.

All quick links

Quick links for functionalities that might not be crucial for immediate use but still valuable for specific situations.





Connexion Hub UX Screen

A Connexion Hub designed for external clients to log a CX Request of any type (category and sub-category) and for BCX to review a list of the client CX Requests logged and resolve issues.

Main client features:

- Create CX Request
- Query a CX Request
- Chatter
- Add attachments
- Track a CX Request

Connexion Hub UI Screen

The mobile design prioritizes usability and ease of navigation by employing clear visual hierarchy, consistent iconography, and a well-organized menu structure.

Tabs

For efficient navigation and reduced cognitive load.

Clear Search & Filters

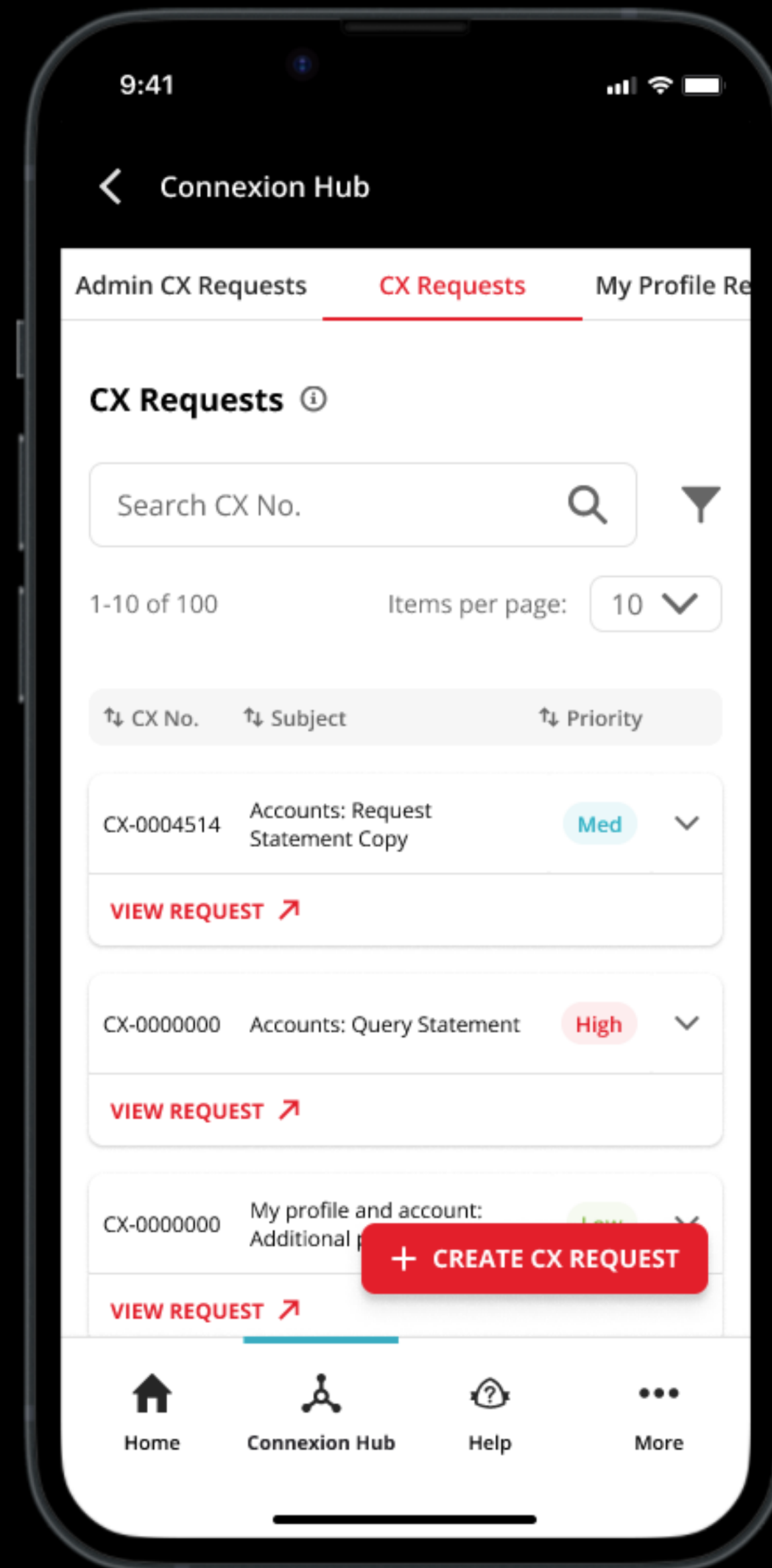
Full width search field, filtering options and pagination for users to easily navigate and find specific cases from the list.

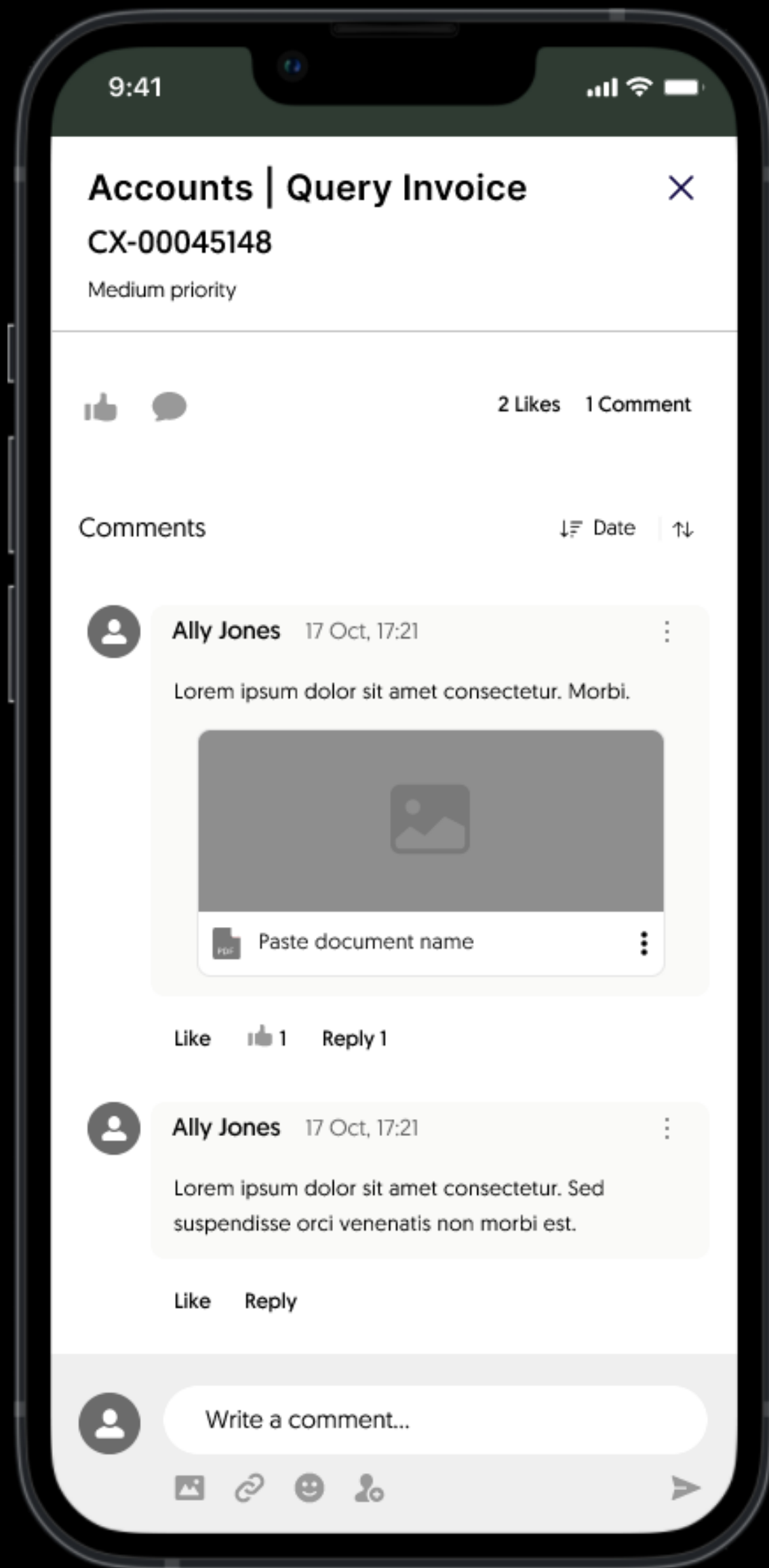
Accordions & Tables

CX Request list displayed in a combined table plus accordion for easy navigation .

Floating Action Button

Key action of the Connexion Hub displayed as a floating bar for users to complete task faster.





Chatter UX Screen

The chatter was created to allow clients to communication easily with BCX on specific CX Requests, they can easily send supporting documents, follow up on a request and track updates.

Comments

Users with access to the chat thread can easily add new comments, add attachments and reply to comments.

Likes

users can react to a comment by clicking the like icon.

Sort

Users can easily sort comments by date and relevance for easy navigation.

Case documents UI Screen

Each CX Request designed with an attachments tab where users can easily view the attachments related to that specific request.

Documents Cards

Cards designed with doc category, name, size, date uploaded and time. Together with an option to download or perform more actions by clicking the menu icon..

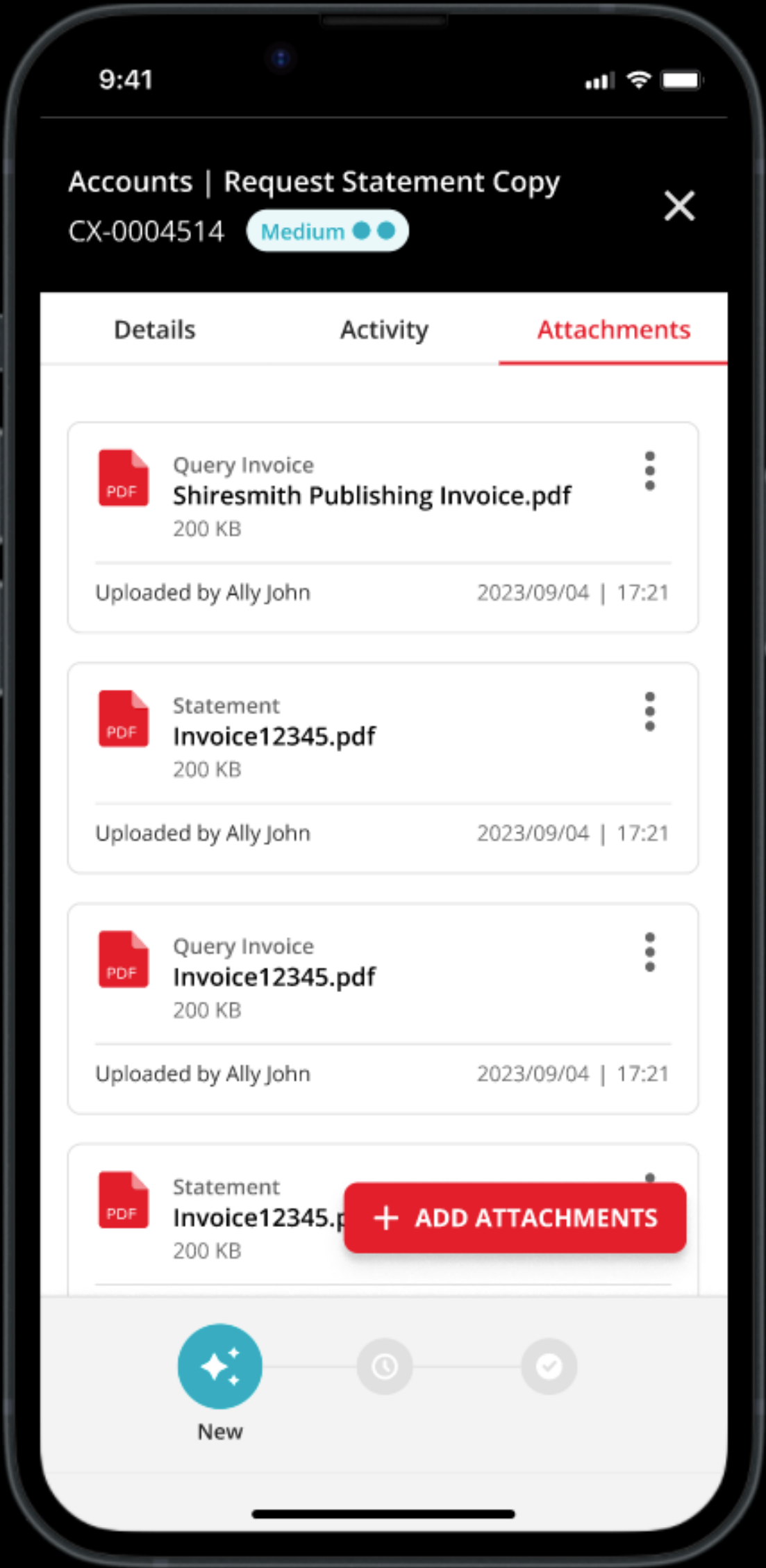
Floating Action Button

Key action for this page is adding new attachments, hence the floating action button for users to perform tasks faster.

Case Status and Priority

CX Requests designed with a reference number for tracking and priority tag.

A sticky progress bar at the bottom showing the CX Request status (New, In Progress and Closed)

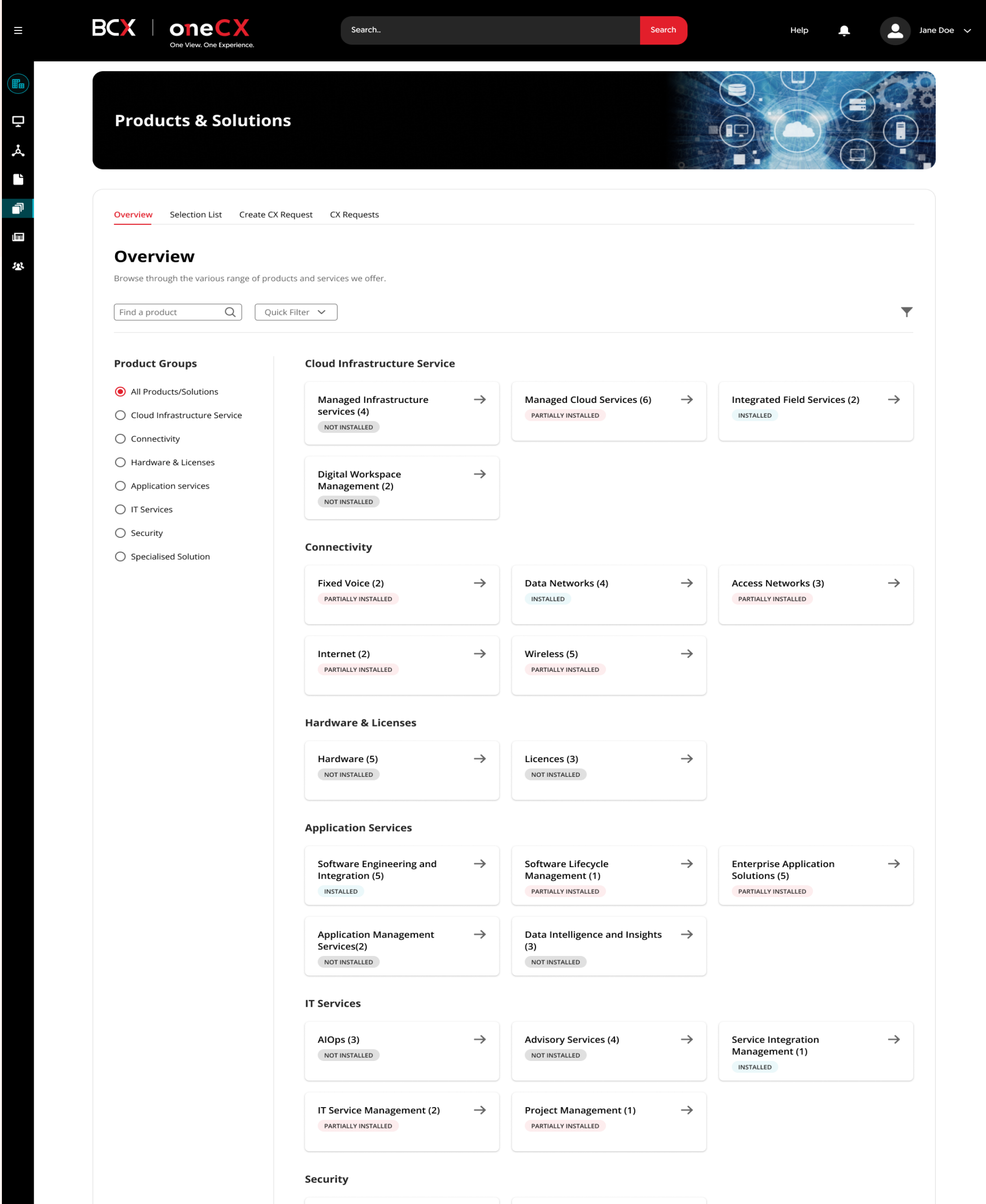


Products & Solutions Desktop Screen

The Products and Solutions feature was designed to provide clients with access to explore BCX's latest innovative products and solutions through the oneCX portal.

With this feature, clients gain insights into their company's current BCX procurement and identify opportunities to enhance their partnership.

Clients can review the product offerings within their chosen Sub-category and create a requests for further assistance from the BCX AE if they find a suitable product.



Error: Whoops! Our system requires you to select at least one incident in order to proceed.

Faults & Incidents



[Overview](#) [Incidents Dashboard](#) [CX Requests](#)

Overview

View all your incidents in one place.

Search Quick Filter

10 items per page

[ESCALATE AN INCIDENT](#) [QUERY INCIDENTS](#) [DOWNLOAD](#)

<input type="checkbox"/>	Priority	Incident No.	Name/Title	Description	Severity	Status	Affected Service	Created Date
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	Low	In progress	One Cloud	12/09/1996
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	Medium	Escalated	One Cloud	12/09/1996
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	High	Escalated	One Cloud	12/09/1996
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	High	On Hold	One Cloud	12/09/1996
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	Low	In progress	One Cloud	12/09/1996
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	Low	In progress	One Cloud	12/09/1996
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	High	New	One Cloud	12/09/1996
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	Low	New	One Cloud	12/09/1996
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	Medium	New	One Cloud	12/09/1996
<input type="checkbox"/>	●	BSS1104169	Invoice incident	Mi proin ut quis adipiscing. Semper magna rutrum fringilla.	Low	In progress	One Cloud	12/09/1996

< 1 2 3 ... 9 >

Item 10 of 90



Faults & Incidents UX Screen

The Incident and Fault Management feature within the oneCX system is designed to empower authorized users to efficiently manage and access information about incidents and faults related to BCX service desk systems.

This feature includes the ability to view all incidents and faults that was logged for their respective company or organization, as well as a search functionality for pinpointing specific incidents.

Thank you!