MAJOR RETAIL CORPORATION ACHIEVES A FRESH DESIGN AND INTUITIVE USER EXPERIENCE TO ENCOURAGE PORTAL USAGE

BACKGROUND

Belk uses SharePoint 2010 for much of their internal team member and manager collaboration, workflow processes and document management. One key business function, Human Resources (HR), found that their Performance Management portal was becoming stagnant among employee usage. The Performance Management portal houses relevant documents and key functions such as: goal setting, talent planning, mid-year and year-end appraisals. The SharePoint design was dated, lacking visual excitement and failed to deliver material resources effectively and efficiently. Communication suffered between HR and employees, as well as, managers and direct reports. The existing environment appeared to be organized in a system-centric manner instead of user-centric. The user experience was cumbersome and undesirable, resulting in heavy email usage to share documents and defying SharePoint's core purpose of collaboration.

To encourage adoption of the Performance Management portal, Belk was looking to achieve a new visual design and user experience that aligned with their recent redefined brand.

BELK

Industry: Retail

Number of Locations: 300 Department Stores

Company Size: 23,000 Associates

Belk celebrates 125 years of success from what originally began a small bargain store in Monroe, NC. Today, it has grown into the nation's largest privately held fashion department store across 16 Southern states. Belk is committed to investing in both store renovations and technology enhancements to better serve their valued guests.

APPROACH & SOLUTION

Belk engaged Acrowire to deliver an improved user experience of the Performance Management portal. Together, the following objectives were identified: deliver a consistent branded experience, provide intuitive navigation and usability, enhance availability of HR materials, increase system cohesiveness and increase ease of maintenance.

Using visual design experience and technical skills such as, CSS, HTML and JavaScript, Acrowire delivered a fresh design that was lightweight and modular. HR materials were made accessible, visually pleasing, expandable, performance-oriented and end-user focused. The prior Wiki and Microsoft Word-like look and feel was redesigned to reflect a sleek and enticing experience. SharePoint's text editor was leveraged as a capable and effective way to ensure HR team leaders and managers could easily edit and maintain their portal pages and sites.

OUTCOME & BENEFITS

The redesign of the Performance Management portal was completed within four weeks. This aggressive timeline allowed Belk to ring in 2014 with renewed energy and momentum by attracting associates to the portal as goal setting and talent planning gained relevancy.

Visual elements from Belk's recent rebrand were leveraged for a consistent branded experience. The portal fostered better communication as HR can share pertinent materials with employees, and managers are now able to establish processes to more efficiently manage employee performance. Maintaining portal pages and sites is now easier for owners within SharePoint and user experience has dramatically improved for all. HR can now offer an intuitive, redesigned and centralized resource for information that inspires active participation from employees.