UX Research
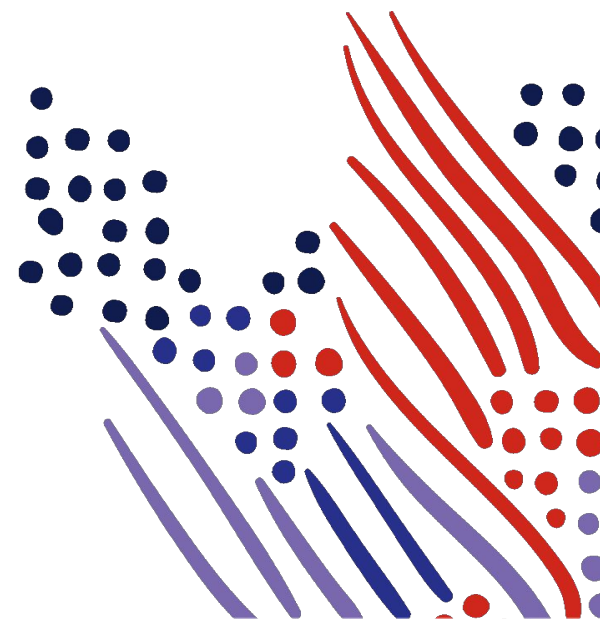# ADP LatAm

eXpert and Service Place

June, 2024 | Brazil

HUMAN experience

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Human Experience – ESI LatAm

censored

UX Director

censored

Manager UX Design

Letícia Miranda

Lead UX Researcher

censored

UX Researcher

Human Experience Stakeholders:

censored   Sr UX Director (ESI)

censored   Sr UX Research Director (ESI)

Introduction

This document presents the research trail carried out by the UX Research team at ADP Brazil Labs, regarding the eXpert and Service Place tools.

Its main objective is to convey the findings of the research, presenting its results. Note that this data only concerns the beginning of the research process and does not present the final result.
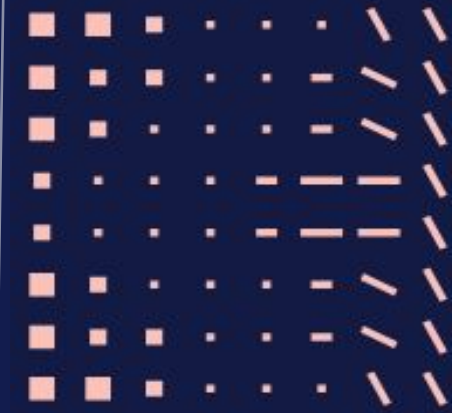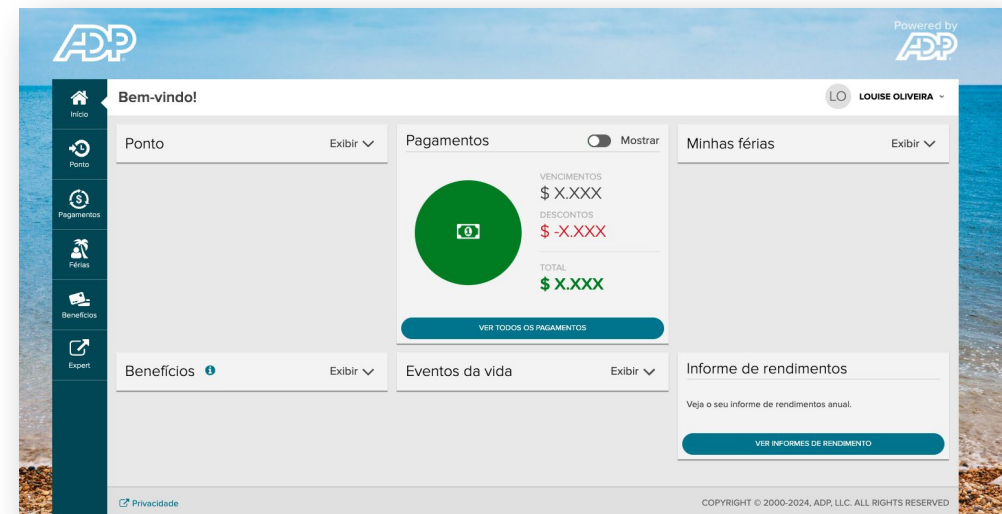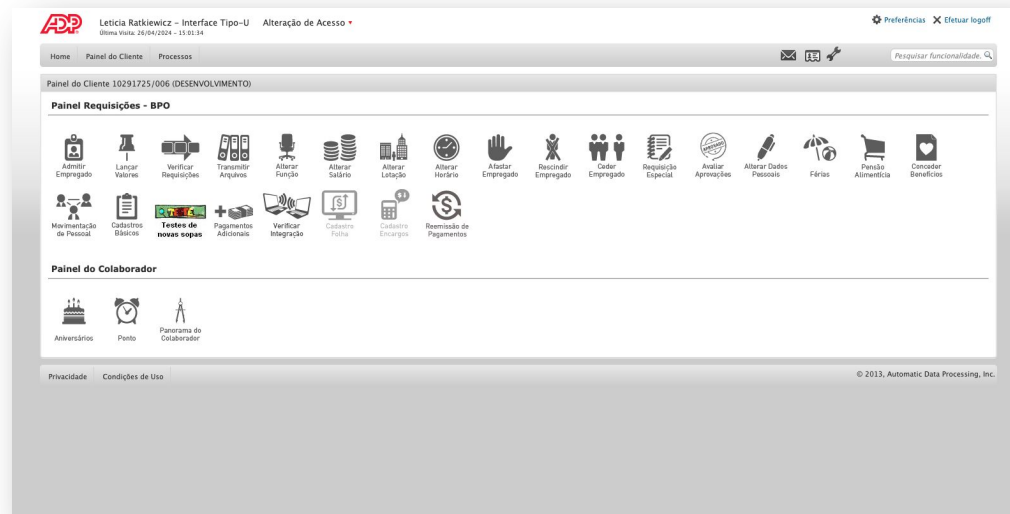
Research summary

What we did

Research Goal

Discover the **main pain points that our clients have with ADP's current experience in LatAm**, using eXpert and Service Place tools, in order to **identify the best opportunities for quick wins changes and long-term improvements**.

Generative Research

- **What**

  Research moment, focused on interviewing ADP's clients and internal personnel, along with data analysis from Customer tickets.

- **Why**

  Discovery of client's pain points using eXpert and Service Place, to understand possible development and UX solutions.

- **When**

  The Generative method started within February and went until the end of May, when we started the Concept phase.

Generative
Explore the problem

REFINE AN IDEA

Concept
Validate our thinking

REFINE A DESIGN

Evaluative
Test our solution

Level of confidence

Timeline FY24

Follow Up ADP
Feb 28

Clients Interviews
Apr 01 – May 17

Follow Up Sachin
Apr 18

Customer Tickets Meeting
May 03 and May 14

Internal Interviews I
Jan 24 – Feb 15

Internal Interviews II
Mar 18 – Mar 25

Follow Up ADP
Apr 04

Follow Up ADP
May 02

Process Validation – HR
Next Week

Data Collection

Consolidation

Problem Statement Validation

Definition and Ideation

Research process

16 Internal ADP's personnel

Interviewed from Sales, Service, Customer Experience / Relationship, Operations, Support and Product Leaders departments;

11 Clients' users interviewed

Practitioners, Managers and Employees, having MS and PS engagement models;

6 Month data analysis

Data from Customer Service tickets, with Category and Subcategory analysis;

1 Meeting with ADP's HR

For process validation of key journeys, focused on Vacation and Timesheet;

Interviewed clients' sectors

Energy

Highway Concession

Pharmaceutical
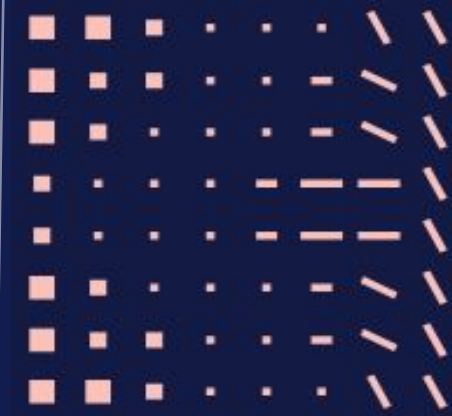
Mineral Exploration

Restaurants

Food Retail

Food industry

Insurance

Technology, Services and Solutions for industry

Key findings

What we learned

#1 Key findings

- **Vacation, Timesheet and Payroll** are the journeys with most optimization opportunities.

- **The systems are known for its compliance.**
  eXpert and Service Place delivers confidence in its calculations and in the use of instruments in accordance with Brazilian laws, making clients wanting to stick with ADP's solutions.

- **Autonomy and innovation are the biggest desire from users.**
  Clients need greater autonomy to operate the tools, as well as innovative design and functionality, which would result in a possible reduction in the opening of tickets.

- **ADP's University must be updated and better publicized.**
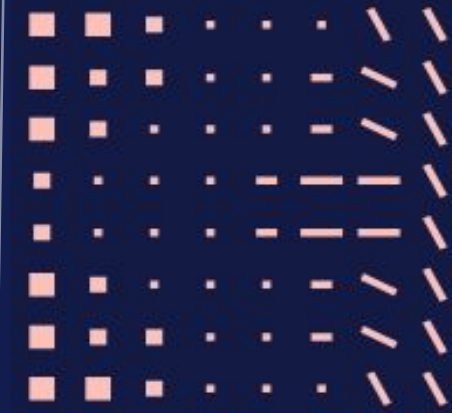 Clients often don't use the University as a tool for learning.

Clients' quotes

eXpert is a very outdated tool that needs to improve, it needs to adapt to the technology so that it can serve as a mirror for the Service Place. Mirroring Service Place from eXpert, for me, is a huge failure.

B., Senior HR Manager

When I joined the company XYZ, the first thing that came to my mind: "I'm going to see what the ADP timesheet is like". And it was very bad, very bad. We couldn't use that timesheet. So I hired it from another [supplier], I went to a competitor. I wouldn't like it, I would like to have an ADP timesheet where my payroll is. And then everything would be integrated, it would be less work for the team to do this [the integration].I think we would have more confidence, it would buy time.

F., Payroll Manager

Detailed findings

A deeper look

Raised Topics by Clients
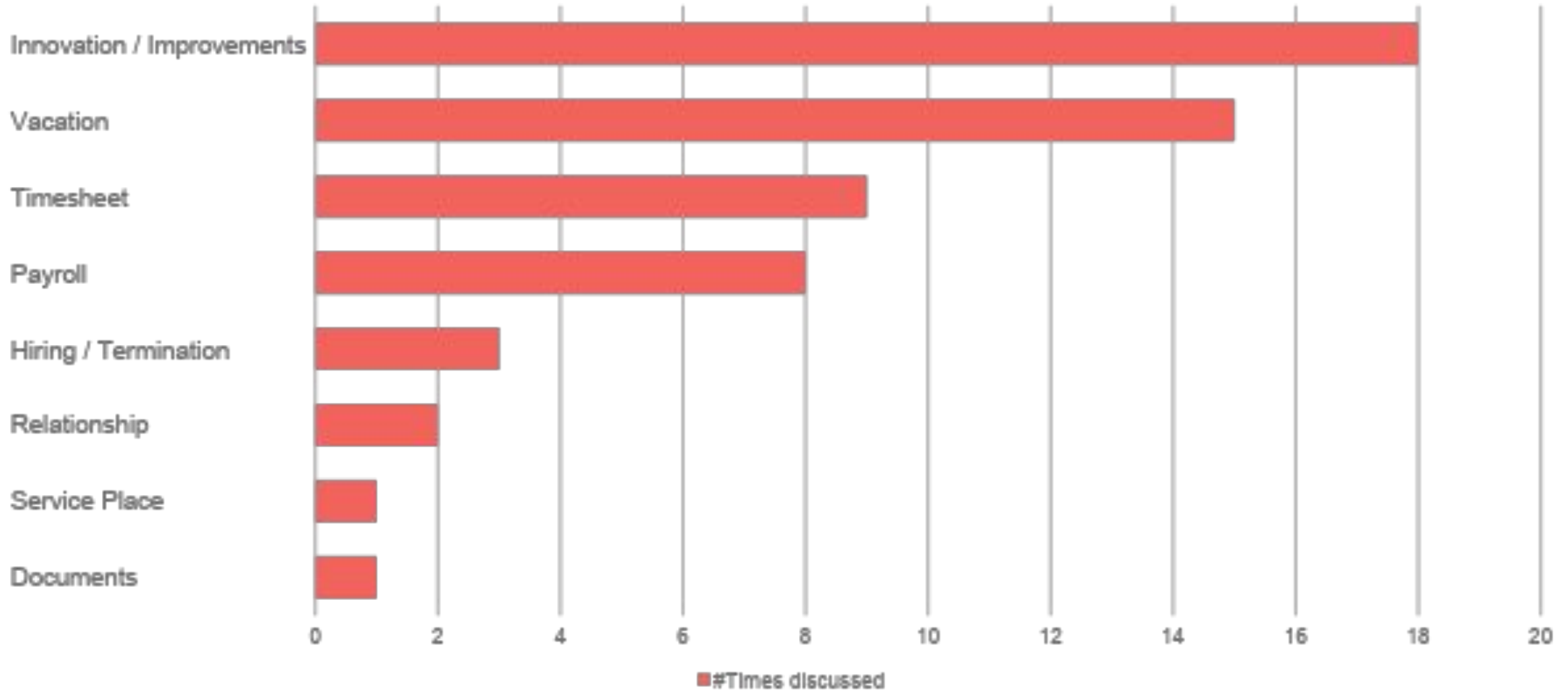
Most Recurring Journeys

Bar chart — #Times discussed

Journey	#Times discussed
Innovation / Improvements	18
Vacation	15
Timesheet	9
Payroll	8
Hiring / Termination	3
Relationship	2
Service Place	1
Documents	1

■ #Times discussed
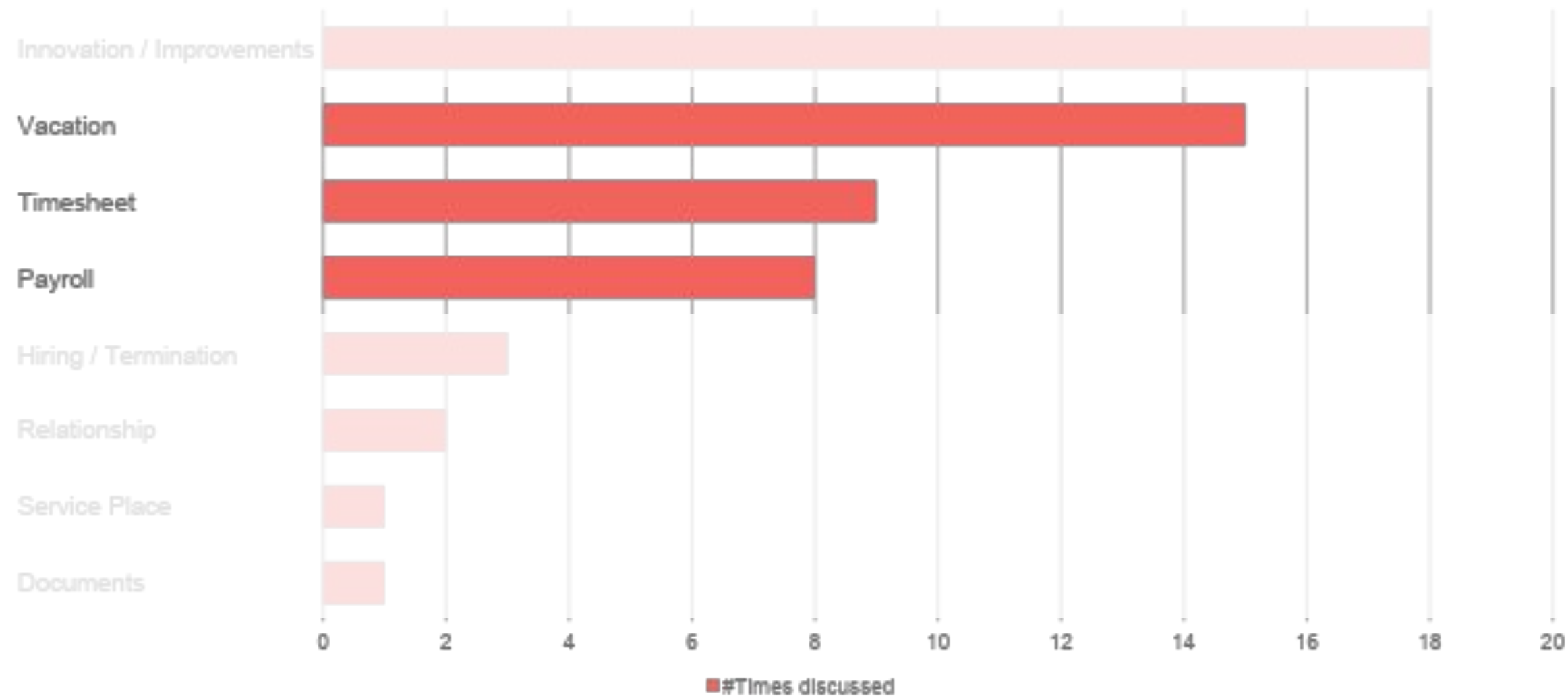
Vacation

- **Simplification and Accessibility of Self-Service.**
  Simplify self-service, allowing for intuitive scheduling and changes via mobile devices.

- **Consolidated and Accessible Information.**
  Create a centralized location to check important information, such as vacation status.

- **Review Features of the Vacation Process.**
  Review vacation process features, such as the requirement for previous vacation receipts to generate the next ones, the ability to edit scheduling without deletion, the inclusion of the 13th salary in a dedicated field, etc.

- **Notification through email for employees.**
  Employees want to receive notifications of vacation status on their emails, for monitoring.

Timesheet

- **Geolocation Complexity:**

  - The implementation of geolocation for time tracking is complex and necessary due to the diversity of work locations;

  - Configuring geolocation requires a digital fence to map specific areas;

  - According to client interviews, system parameterization to meet this demand is challenging and technical, with difficulties faced even with support. However, in discussions with ADP's product team, the process seems simple enough, suggesting that this particular client may have had an issue with ADP support direction.

- **Recurring Problems and Frustration:**

  - Recurring problems with the processing of effectiveness impact time tracking processing, causing significant delays. When there are two open effectiveness records, time tracking processing becomes slower, taking about a week to complete.
  Simplify self-service, allowing for intuitive scheduling and changes via mobile devices.

Timesheet

- **Current System Deficiencies:**

  ▪ For some clients, ADP's current system does not fully meet the company's needs, leading to the search for market alternatives. Example: Automatic approval of overtime in the time tracking system. Clients would prefer it not to be automatic due to their internal processes. Due to these particularities, they use a time tracking system from a competing company;

  ▪ There is dissatisfaction with the lack of basic functionalities found in modern systems, such as graphs, detailed reports, and the handling of justifications and allowances.

- **Interface and User Experience:**

  ▪ Simplicity and practicality in the application interface are crucial, especially for employees with low education and in remote areas;

  ▪ There is a need for a more feature-rich application to offer convenience to employees.

- **Autonomy and Agility in Time Management:**

  ▪ Suggestion to give the clients more autonomy to make changes without the need to open support tickets.

Payroll

- **Difficulties in Use and Access**
  It's necessary to transform the tool to offer more self-service options and ease of access, reducing the dependence on specific developments for each demand.

- **Complexity and System Limitations**
  The system does not allow detailing information down to the shift level, limiting it to the cost center, resulting in operational difficulties. That is, a client with employees working in shifts and schedules would need an additional level in the system to manage the time tracking of these employees in their respective schedules.

- **Suggestions for Improvements and Automation**
  Automation of processes to expedite payroll closing.

Payroll

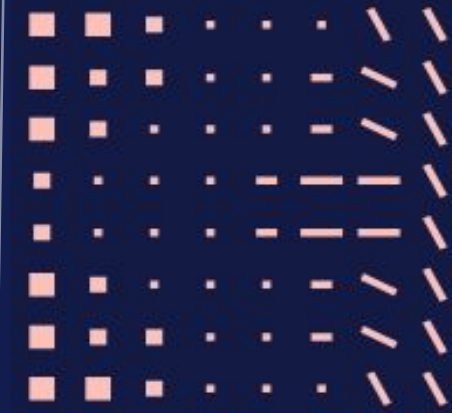- **Process automatization**

  - Clients need more automatization in processes that repeat frequently.

- **Training and Updates**

  - Dissatisfaction with the quality of the training and the outdated aspects of the system, especially in the Payroll and Financial modules.

  - The lack of depth in the training impacts the understanding and effective use of the system.

Recommendations

Next steps

Recommendations

	Insight	Recommendation	Teams Involved
Quick Wins	Improvements in Vacation Management and Lock for Unauthorized Changes: Users can make changes to already approved vacations, such as altering dates, causing confusion in HR.	Implement a lock that restricts changes to vacations within the established period.	Product
	Sending Notifications through Service Place: The employee needs to manually check some information, such as the status of a vacation request, as they do not receive any updates.	Sending notifications via email or within Service Place about the status of vacation requests—among other activities that require a response to the user—would help prevent process failures.	Product
	Bank Details as Mandatory Information for Hiring: Requiring bank details at the time of hiring can halt the process. HR does not always have the employee's bank details at that moment.	Remove the requirement to enter bank details when registering the employee in eXpert.	Product
	During interviews, some clients expressed the desire for features that, when analyzing, we saw that it already exists. Such as: digital hiring, vacation, uploading timesheet files in bulk, etc.	To have relationship or implementation team to present to the client these features or to help them implement it.	Relationship and/or Implementation

Recommendations

	Insight	Recommendation	Teams Involved
Short Term	We found opportunities for improvement in various journeys within eXpert and Service Place. Some themes were more recurrent than others, such as Vacation, Timesheet, and Payroll. Other topics related to hiring and termination were also raised.	Given the volume of recent findings, **focus on the journeys with the greatest opportunities**: Vacation, Timesheet, and Payroll.	UX
	Sessions with the design team can unlock innovative solutions and align efforts towards key opportunities in primary journeys (Vacation, Timesheet, Payroll).	With the design team, **conduct ideation sessions for solutions to the opportunities identified in the main journeys** (Vacation, Timesheet, and Payroll). These sessions will help us discover the "north star" for the next phase of the project.	UX
	On most interviews we saw our clients mentioning how our systems lack better looks, usability and navigation when compared to our competitor's.	Adopt Waypoint for Service Place screens (most updated and official design system for ADP products)	UX, Product, Engineering
Mid Term	On most interviews we saw our clients mentioning how our systems lack better looks, usability and navigation when compared to our competitor's.	Adopt Waypoint for eXpert screens (most updated and official design system for ADP products)	UX, Product, Engineering
	Evaluating effort vs. impact for non-ideation session items ensures efficient resource allocation and strategic planning.	With a multidisciplinary team, **conduct an effort vs. impact matrix workshop for items not covered in the ideation sessions**. Separating these findings into an effort vs. impact matrix will help the team plan efforts for the coming months.	UX, Product, Engineering, Legal
	Understanding competitor offerings provides a market benchmark and informs the creation of competitive solutions.	Conduct a competitor analysis to understand what types of products ADP's competitors are offering, to help the design team have a market reference before creating new solutions.	UX
Long Term	Addressing obstacles in ADP University and client training processes can enhance learning and user satisfaction and perhaps decrease the number of opening in tickets.	Begin a process of delving deeper into the obstacles present in ADP University and the client training process.	UX
	Given the system requires opening tickets for many activites, improving ticketing processes can enhance efficiency and user experience by reducing friction points.	Begin a process of delving deeper into the obstacles present in the ticketing processes.	UX

Concept Research

- **What**

  Ideation moment, when the Triad (UX, Engineering and Product LatAm teams) will make brainstorm sessions to think on possible solutions for what was found in the discovery step.

- **Why**

  We have identified several opportunities, but many of them require additional thought and validation before the Triad can properly estimate and prioritize them.

- **When**

  The Concept method started at the end of May, and it will continue through June.

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Explore the problem

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Thank you!