

# Revamping BankUnited's IT Service Portal for a Modern, Streamlined Employee Experience

BankUnited, a leading financial institution headquartered in Florida, is renowned for providing a comprehensive range of banking and financial services to individuals, businesses, and corporate clients. With a strong focus on innovation and customer-centric solutions, BankUnited has established itself as a trusted name in the financial sector. As the organization expanded its operations and workforce, it recognized the need to modernize its internal IT Service Portal to enhance its employees' access to essential resources and streamline internal processes.

## Delivering a Holistic Employee Experience

BankUnited's IT Service Portal was limited to enabling employees with a medium to request IT services and avail self-service and could not support their vision to create a digital workspace for employees.

Utilizing Employee Center Pro presented an opportunity to transform the digital employee experience and unlock greater workplace productivity. Several areas were identified for enhancement:

- **Portal Design:** The portal's design had the potential for modernization to create a more



engaging and intuitive user experience, aligning with BankUnited's forward-thinking digital strategy. A refresh would help showcase the bank's commitment to technological advancement

- **Interactive Capabilities:** While the portal provided basic functionality, there was a significant opportunity to introduce dynamic features that would foster deeper employee engagement and streamline daily workflows. This would enable more efficient collaboration and self-service options
- **Streamlined Information Architecture:** The portal's structure offered scope for optimization to create a more intuitive navigation flow. Reorganizing the information architecture would help employees access resources more efficiently, supporting

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their productivity goals and improving the overall user experience

Recognizing these opportunities, BankUnited aimed to revamp the portal to improve user engagement, workflows, and operational efficiency.

As a long-term partner, BankUnited trusted INRY with this initiative. Our approach to Employee Center implementations, combined with a deep understanding of design principles, made INRY the ideal choice to help BankUnited modernize its IT Service Portal.

## INRY's Total Experience Framework for Transforming Employee Experience

INRY's Total Experience Framework (TEF) integrates innovative design with years of expertise in ServiceNow implementation. This framework goes beyond aesthetics to create truly engaging, user-centric experiences. By focusing on holistic user engagement, INRY ensured that BankUnited's employees experienced a seamless, unified digital environment that fostered productivity, satisfaction, and growth.

INRY's approach focused on furthering BankUnited

Vision through several key phases:

- **Research and Analysis:** INRY gathered insights through interviews and surveys to identify pain points such as difficult navigation and limited access to HR resources
- **Employee-Centered Design:** The new portal was designed with the employee experience in mind, to prioritize important content and actions
- **Iterative Design Process:** INRY conducted design workshops where wireframes were reviewed, feedback was gathered, and refinements were made to align with BankUnited's vision

## Analysis of the BankUnited Portal Layout with the T-Zone Design Pattern

The T-Zone design pattern used in the revamped portal played a critical role in ensuring employees could quickly access key information and resources. Here's a breakdown of the layout and how it prioritizes essential tasks:

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## Top Section: Navigation and General Information

- Primary Navigation Menu
- Search Bar
- 'Stay Updated' Banner (Dynamic)

## Central Section: Actionable information and widgets

- Hero Banner
- 'My active items' widget
- 'My open requests' widget
- HR services
- ...

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## Top Section: Navigation and General Information

- **Primary Navigation Menu:** Key tabs like "Help Center," "Your Career," and "Company" are strategically positioned for quick access
- **Search Bar:** Centrally placed to allow employees to quickly find resources, making it the starting point for most interactions
- **Stay Updated Banner:** Displays critical updates, such as outages or maintenance schedules, ensuring visibility without cluttering the screen

## Central Focus: Actionable Information/Announcements and Widgets

- **Hero Banner:** Displays important announcements, such as new policies or significant updates.
- **Key Widgets:** Core actions, such as "Submit Time Off Request," "Track My Open Requests," and "My Active Items," are prominently displayed to draw attention to essential tasks.

## INRY's Strategic Approach to Empower BankUnited's Workforce

Leveraging INRY's expert guidance and TEF templates, BankUnited kickstarted its journey, with the new Employee Center Pro portal designs delivered in just 6 weeks. This rapid approach showcased INRY's commitment to helping businesses stay adaptable and ahead of the curve in meeting the evolving needs of their workforce. Several features were implemented to improve employee engagement and streamline workflows, a few key highlights among them being:

- **Unified Platform:** Essential functionalities, such as HR case management, ticket submissions, and benefits tracking, were consolidated into one central platform, and eliminating the need to navigate multiple systems
- **Intuitive User Interface:** The T-Zone design ensured that key tasks and information were immediately visible, enhancing the overall user experience
- **Simplified Navigation:** Strategically placed widgets, a central search bar, and a primary navigation menu enabled employees to quickly locate information, reducing frustration

With INRY's Total Experience Framework, BankUnited achieved their goal of modernizing their existing portal to enhance employee engagement. This transformation set the foundation for future enhancements.

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As BankUnited continues to evolve, INRY CloudCover continues to provide support for further improvements, ensuring the portal adapts to the changing needs of its workforce while driving long-term efficiency



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