The Accenture Portal brings a personalized, digital foundation for the future.
Opportunity
On any given day, Accenture's nearly 400,000 employees are at work in all corners of the globe. Not only are they geographically dispersed, they are logging into Accenture systems at all hours of the day and night from a multitude of locations—corporate office, airport, home office, client site or taxi. The ability to access the right information at the right time via their preferred devices is crucial to maximizing productivity and enhancing team collaboration.

"This workforce is extremely mobile and tech savvy," says Chris Crawford, managing director of Accenture’s social and publishing applications. "When they need something from the broader Accenture community, they want it quickly and from whatever device is handy."

Enter the Accenture Portal. Created originally in 2002 with major updates in 2009, 2012, and 2015, the Portal is the go-to source for information, experts and tools, presented in a personalized fashion for each employee. Whether it is news on the latest corporate acquisition, required training or time reporting, the essentials are just a click away.

It was not always this way. In its early stages, the site mainly provided company news to employees.

The Portal, as it evolved, became chock-full of information. But, in studying how users were interacting with it over time, Accenture realized it could streamline and simplify—creating a more mobile-friendly, digital and personalized experience for each employee while increasing efficiency and upping collaboration.

Solution
As the internal IT organization, with input from Geographic Services, Human Resources, Marketing and Communications, worked to streamline and enhance the Portal over a 12-month period, they used several guiding principles:

- User reach – Teams carefully analyzed target audiences, taking into account frequency of use and size of each group.
- Business benefit – The project team put criteria in place for each change to be made, including lowered operating costs, increased revenue, reduced risk to Accenture and fostering corporate identity.
- Employee engagement – Changes made were meant to simplify how employees work; increase satisfaction with available tools; deliver personalized, relevant information; and foster community and collaboration.

Keeping these principles, and the goals of personalization, collaboration and efficiency in mind, the team focused on a few key areas:

Simplification
“"The previous iteration of the Portal was more complex," says Laura Anderson, global business manager for the Accenture Portal. “However, when we looked at the user metrics, we realized there were a limited number of functions people were using regularly and often. And some of the things we offered weren’t being used, so we didn’t rebuild them in this iteration. Simplifying allowed us to satisfy the bulk of our users, but also speed up site performance and reliability while saving the company money."

Personalization
Collaboration between the internal IT organization, Geographic Services, Internal Communications and Human Resources teams played a key role in personalizing the site.
A technology manager in the United States, a consultant in Spain, and a new hire in India will not all see the same information upon opening the portal. One might get a reminder to fill out a missing time report. The second might see news on an acquisition or large client success in Spain. And the new employee might see a link to the ethics and compliance training required in her first month. All employees will have access to key links personalized to their area of the business, world and work.

Social and mobility
The development team utilized a more nimble platform, which aided in keeping up with the new mix of applications and devices employees use every day. In addition, social widgets and a mobile-friendly user interface have taken center stage. Accenture’s internal social media application, The Stream, is now standard on every employee’s Portal front page.

Results
The enhanced Accenture Portal has been rolled out in phases, geography by geography. Accenture employees have embraced this gateway, with 4.1 million monthly visits, 137,000 daily visits and 10,000 daily clicks on the spotlighted content.

Nearly one third of Accenture employees visit the Portal daily and one in two visits weekly. Each day, 1,000 profiles searches are executed, putting employees in touch with each other for enhanced collaboration.

But the evolution continues, driven by employee response. Users can submit feedback via social channels,
About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions—underpinned by the world’s largest delivery network—Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With approximately 373,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.