

# 3Pillar Overhauled the End-to-End UX of a Trusted White-Label Solution for Local Municipalities

## AT A GLANCE:

**Industry:** Information Services

**Challenge:** Deliver a modern, cross-platform User Experience for a white-label solution that enables local municipalities to provide critical services to millions of people in the US

**Offering:** UX Assessment | Design Systems | User Research | UI Design

### Highlights:

- Delivered a total UI overhaul of the company's application to improve usability and overall UX
- Helped the company go from a nonexistent mobile experience to a fully-responsive experience
- Improved the solution's accessibility rating from non-ADA compliant to AA ADA compliant
- Removed reliance on third-party payment providers to reduce friction in the payments process and increase revenue.

A leading information services company provides a cloud-based solution used by towns and municipalities to manage a wide range of public services for their citizens. This proprietary,

one-of-a-kind software enables citizens to do everything from pay property taxes and search public records to apply for permits and request property inspections. More than 2100 organizations rely on the solution to provide vital everyday services to millions of citizens in the US.

## CHALLENGE:

### Create a Digital Experience that Enables Citizens to Accomplish What They're After Far Faster and More Reliably

The company realized that the product's existing UX was in need of a refresh. They were seeking not just an updated look and feel, but guidance on how to create a more seamless experience for users that would help them more easily accomplish what they set out to do. Their frontline support staff of 4 people was inundated each day with hundreds of customer support calls from frustrated customers. Only around a quarter of these calls were tied to issues the support team could actually help troubleshoot. The remaining 75% had to be re-routed to municipalities for support.

Among the array of challenges we helped the company address were:



to users' primary objectives when using the site, in areas like payments, property lookup, and applying for permits, as well as home page redesigns for the company's website and for municipalities

- Integration with Stripe for payments to remove the reliance on third-party payment processors, keeping users in the product's environment for the duration of their experience
- A unified User Interface via a component library and recognizable design patterns to provide visual continuity throughout the user journey
- A lightweight Design System, built on Material Bootstrap, that the company's front-end developers can use to ensure future updates remain consistent with the new look and feel

## OUTCOME:

### **A Vastly Improved, Mobile-Optimized Experience That Lets Users Tackle What's Most Important**

The results of our work together are an updated white label solution that's user friendly, intuitive, and tailor-made to meet the wants and needs of both the citizens and city administrators who use it every day. As the solution is rolled out to more and more of the company's users, they're anticipating increased revenue, greater customer satisfaction, and dramatically reduced needs for customer support from their own employees.



**3Pillar Global is here to help you build strategy, shift your cultural mindset, and build modern data products for an evolving market.**

**Contact us today to speak with a 3Pillar expert.**  
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