

- **Collect** and validate new ideas
- **Foster** collaboration across silos
- **Leverage** the wisdom of the crowds



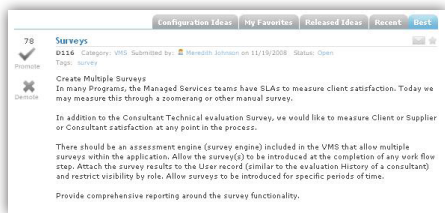
In 2008, Beeline, the market leader in Contingent Workforce Solutions,

successfully implemented a system that manages and prioritizes client ideas promptly and effectively leveraging Brightidea's best-in-class online brainstorming and collaboration technology.

The Challenge

In order to continually advance Beeline's flagship Vendor Management Software (VMS), the company recognized the importance of integrating client ideas into the development process.

However, Beeline's initial client feedback system relied on its account managers processing enhancement requests on paper forms. These were then attached to a ticketing system and prioritized through a very extensive, manual process. With over one hundred requests per month, this process soon proved resource-intensive.



The biggest challenge Beeline faced was difficulty differentiating between client-specific issues and ideas that revealed systematic problems or growing trends. At the same time, without sufficient oversight, there was an increasing risk of ideas being overlooked.

In order to understand their clients' problems and prioritize feature enhancements based on their overall relevance, Beeline needed an approach to manage and act on client ideas.

The Solution

In 2008, Beeline launched an online feedback portal called IdeaStudio to collect and collaborate on client ideas. The intent was to give their clients a clearer voice in the prioritization process through an open-discussion, collaborative environment. Beeline chose Brightidea's idea management software product WebStorm to power this client-exclusive site. WebStorm allows Beeline users to submit and view ideas to IdeaStudio and comment on other users' submissions. Clients can rank ideas by promoting or demoting them and browse through ideas based on the number of votes or the date they were posted. A list of released ideas makes it easy to track which requests have already been implemented. Personal user profiles, a blog function, and a real-time activity feed round up this innovation platform. The site is monitored closely by a team of product managers who actively participate in the site's activities.

After a successful pilot phase with a small number of users, Beeline opened up the online idea portal to its full client base and employees. Since then, Beeline's IdeaStudio has become the interactive platform for user collaboration around feature enhancements and has dramatically influenced the focus of Beeline's product development initiatives.

User comments and votes in IdeaStudio have provided Beeline and its clients better visibility into the frequency of ideas and issues. The company evaluates and prioritizes all client requests based on the support they get from the user community, resources required for development, and how the ideas strategically fit into the larger roadmap.

Industry

- Software

Challenges

- Collection of actionable customer feedback and addressing it in a timely manner
- Prioritization of feature requests based on incidence among clients
- Understanding of underlying issues and discovery of trends to address clients' needs more effectively

Solution

- Online feedback portal called IdeaStudio powered by WebStorm
- Allow Beeline users to submit ideas to the IdeaStudio and to view and comment on submissions
- Clients can rank ideas by promoting or demoting

Benefits

- Up to 32% of the product features come from IdeaStudio
- Break-through mobile feature adopted that the saved clients time and resources
- New and existing solutions are aligned with the needs of its clients and the overall market

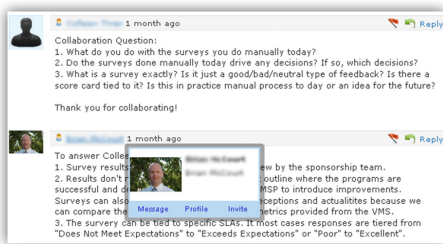


Through streamlined processes no client ideas go unanswered. New ideas accepted into the release process can be transferred seamlessly from the WebStorm portal into JIRA for project tracking and development. Requests that are identified as very client-specific are routed to and managed by a dedicated development team.



While IdeaStudio collects client ideas continuously with an ongoing campaign, Beeline runs brainstorming campaigns

targeted at features for specific releases through WebStorm. These campaigns are open for limited timeframes, typically six to eight weeks. At the start of a brainstorming campaign, clients are presented with a pre-selected, prioritized list of features and a pre-determined number of votes. Clients are then encouraged to cast their votes for the features of their choice thus influencing which enhancements should be a part of the next release.



Results

Since launching the IdeaStudio through WebStorm, Beeline has seen significant improvements in its innovation pipeline. The company is now able to differentiate between broader innovations and specific service requests, and to allocate time and resources accordingly. Insights from clients are constantly integrated into the company's agile

development process. Since implementation, up to 32% of the features released for Beeline's product have stemmed from a client idea or collaboration in IdeaStudio.

Through IdeaStudio, clients now know their ideas are being heard. The portal allows them to actively collaborate with other users, manage their ideas, and evaluate their own needs against their peers.

For example, the Beeline team learned through user ideas and comments in IdeaStudio that clients were looking for a quicker and easier way to approve their contractor and consultant timesheets. If the clients were away from their desks and could not log in to the Beeline application, timesheets would wait in queue for approval which held up the process. After tracking the online conversations with clients, Beeline designed an email timesheet approval process that allowed clients to approve timesheets through email and their mobile devices. The feature significantly reduced the time it typically took to approve timesheets. As a result of the feature adoption and the impact it made on the clients' programs, Beeline took the feature a step further and implemented email approval for all available approval workflows. Clients can now approve any workflow step through their email or mobile device without ever requiring a log in to the Beeline application.

The two-way dialogue in IdeaStudio enables Beeline to better fulfill its responsibility as a trusted partner for its clients. Clients know that their feedback is heard, taken into consideration, and researched accordingly. The end result is that Beeline's solutions and innovations are aligned with the needs of its clients and the overall market.

“Since implementation, up to 32% of the features released for Beeline’s product have stemmed from a client idea or collaboration in IdeaStudio.”

COLLEEN TINER

Director of Product Management at Beeline



IdeaStudio

For an online demo and more information contact Brightidea today at 212-594-4500

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