



# Customer Success

## Manpower Speeds Time-to-Talent With Online Registration Application *Global employment services leader used visual simulation for client usability testing*

*“Our candidate-facing Web sites are critical channels in expanding our talent base and increasing our placement success. Simulating our sites with iRise prior to development positively influences application definition while speeding stakeholder approval review. Using iRise, we realized a 5-10% time savings on a recent project expected to last three months – resulting in marked productivity and competitive gains. Usability improvements decrease our registration drop-off rate, and shorter development cycles speed our client companies’ time-to-talent.”*

*– Kris Fitzgerald, VP of Global Application Development*

### Background

The world’s employment services leader, Manpower Inc. boasts a network of 4,400 offices in 73 countries and territories and serves 400,000 clients per year ranging from small-sized enterprises to the world’s largest multinational corporations across all industry sectors.

### Challenge

In 2006, Manpower set out to improve its online registration process, which serves as the basis for matching employee resources to employer needs. Users found the online registration process time consuming, and as a result, many potential candidates dropped out of the registration site prior to completing the process. Manpower decided to re-engineer the registration site to make it easier to use and more compelling for its customers. On past projects, IT used text-based tools to document project requirements, and upon approval, built coded prototypes. The lengthy definition process compromised time to market and competitive positioning.

### Result

Business analysts (BAs) at Manpower used iRise to quickly create a simulation of key components for the new system. The interactive, visual nature of the simulation eliminated the need for a coded prototype, saving time and money. The simulation was so realistic that it was also employed for usability testing directly with clients, which enabled BAs to incorporate important usability feedback early in the definition process. By cutting the definition time and avoiding rework, Manpower’s new registration system was delivered ahead of schedule. Manpower found that every week invested in iRise simulations has the potential to save up to three weeks of billable rework.

**Customer:**  
Manpower Inc.  
(NYSE: MAN)

**Application:**  
Online Registration

**Industry:**  
Retail/Distribution

**Country:**  
United States

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