

Putting Clients at the Center of All that We Do

Featuring:

Joey Vallejo, Head of UX Design and User Research, MSCI

Shiva Neiman, UX Design Lead, MSCI

Q:

Where is the industry currently heading in terms of UX design?

Joey Vallejo:

The world is becoming more and more client-centric. Our clients expect the design of the products they use – products like ours – to keep up. They want easy-to-use, accessible experiences with a sense of simplicity. Everything should be searchable. Staying ahead in design is all about capturing client needs, and creating products that incorporate those into versatile solutions – and doing so in a timely manner.

Q:

How is MSCI delivering world class experiences to our clients?

Joey Vallejo:

It starts with listening to and engaging with our clients. Our guiding principles are committed to bringing a consistent and cohesive client experience across all products. This will improve the usability and overall experience of our products by actually putting concepts that are completely new in front of clients to see how they react. We want to empathise with our clients by engaging directly with them to build solutions that they are looking for. We're looking to utilise centralised interactions within our products, and drive value by focusing on our clients' primary tasks, versus what features we can implement next.

Q:

How is MSCI ensuring its experiences are valuable to clients?

Shiva Neiman:

Our app and service experiences are valuable because they are data driven. We are bringing Net Promoter Score (or NPS) and Customer Satisfaction Score (or CSAT) into our products, so we can capture data in how our clients are feeling about their interactions with our solutions, and if our solutions are successful in delivering the intended result. We are also talking to our clients directly and more frequently now, for us to understand their pain points and market gaps. Additionally, we'd like to understand what are the things that are working well in our products? What are the things that they would like to change? If there are any gaps in our products, we'd like to learn about them first-hand.

Q:

How does MSCI provide a great onboarding experience?

Shiva Neiman:

Onboarding is a major initiative for us. Onboarding experiences give us the opportunity to reach out to the client, and customise their first-round experience to better fit their use. We are running multiple generative research sessions to see how we can offer more customisation to the client, so that when they first start using our applications, it is somewhat related to their past experiences, or to what they are interested in.

Q:

How is MSCI making its UX design stand out?

Shiva Neiman:

We are making our design stand out by putting our clients at the core of our deliverables, to bring solutions to their fingertips, and bridge the back between back and front office by consolidating the data and reports into one place. Providing customisation capabilities within our applications is another strategic solution we are focused on. Let's face it: we are on consumer apps all day that are beautiful, engaging and easy to use. We are starting to embrace more customisation in our applications that are traditionally quite complex.

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