CFIA IMPLEMENTS WALKME TO STRENGTHEN MY CFIA'S UX

Client: Canadian Food Inspection Agency (CFIA)

SIZE: 6,500+ Employees
INDUSTRY: Food & Agriculture
PLATFORM: ADX Studio
SOFTWARE SOLUTION: WalkMe

CLIENT PROFILE

The Canadian Food Inspection Agency (CFIA) is the science-based regulatory body responsible for safeguarding food, animals, and plants for the wellbeing of Canada's people, environment, and economy. Their broad mandate is to protect Canadians from preventable health risks stemming from Canada's food supply as well as enforcing federal statutes which regulate the safety and quality of food sold in Canada. The CFIA, along with their federal partners, are primarily tasked with implementing food safety measures; managing food, animal and plant risks, incidents and emergencies; and promoting the development of food safety and disease control systems to maintain the safety of Canada's high-quality agriculture, agri-food, aquaculture and fishery products.

THE CHALLENGE

As an organization that routinely deals with Canadian businesses, the CFIA developed a website called My CFIA as a convenient and secure way for businesses to manage and track their CFIA service requests. This new website, however, featured a poor user experience that left non-technical users unable to register their business without involving support services. It was difficult for site users to find critical information needed to register, creating confusion and opportunities for error leading to inefficiencies for both the site user and the CFIA. As more site users experienced difficulties registering their businesses, the more the CFIA helpdesk struggled to manage the influx of service requests. With an error rate of over 50%, it was clear action needed to be taken to address how the site information was presented and change how users were interacting with the site on their end as well. As the My CFIA website is a critical component to many businesses, it was an immediate priority for CFIA to resolve the site issues as soon as possible.

THE SOLUTION

The CFIA knew that for their site to be used correctly, self-service support would need to be included so all My CFIA users could operate the site accurately with minimal, if any, additional support. As such, the CFIA decided to implement WalkMe on My CFIA to better understand the disconnection between the site's users and the information architecture of the website itself. Additionally, WalkMe will be leveraged to provide user-friendly on-screen guides that are automatically prompted whenever the My CFIA site is accessed.

The CFIA conducted multiple workshops using WalkMe to gain perspective on how their users were interacting with My CFIA. This process was undertaken to pinpoint where site users are struggling most and implement data-driven changes to improve the site's user experience accordingly. To support this initiative, the information collected from the workshops were also used to develop timely on-screen cues that direct users through the sections of My CFIA that were difficult to navigate and most important to the business registration process. Lastly, the implementation of WalkMe provided the CFIA with the ability to measure adoption post-implementation, allowing My CFIA's analytics and building teams to fully leverage the data from WalkMe if they decide to expand content in the future.

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