

# Workforce Enablement Case Study

**In early 2013, Mass Mutual's sales team wanted the ability to access a key business application portal on mobile to improve efficiency and increase productivity of their sales force while on the road.**

Massachusetts Mutual Life Insurance Company (Mass Mutual) is an American mutual life insurance company with 1,800 offices and 13 million clients worldwide. Constrained by legacy systems and key business applications that were only accessible from within the Mass Mutual firewall, the company was challenged to provide their mobile workforce access to sensitive customer information in a usable and mobile-friendly way. To address these challenges, Mass Mutual partnered with Usablenet to improve and simplify off-premises processes for employees in three phases: an initial app to allow portal access on mobile, additional mobile-only features in-app, and complex third-party integration for further streamlined processes.

Mass Mutual chose to support its sales team by creating an app that was consistent with their Fieldnet desktop portal, yet optimized for mobile screens. The app gave thousands of Mass Mutual employees access to the internal database on mobile for the first time, and allowed them to work more productively when away from their desks. By providing centralized VPN access to the desktop app and applying best in class UI/UX experience to the application, Usablenet made it possible for the Mass Mutual sales team to complete key tasks on mobile.

Subsequent features were added to the Fieldnet portal to give sales agents the ability to use Account Lookup functionality that was previously not available on either desktop or mobile. Improving the mobile portal not only saves Mass Mutual employees time, but makes more complex mobile processes even more efficient and accessible. In order to streamline employee processes further, Mass Mutual worked with Usablenet in 2015 to integrate the Fieldnet portal with those of partners SAML and OKTA, expanding the sales team's access to external systems with a Single Sign-On (SSO) authentication for all three portals.

Usablenet integrated OKTA'S responsively-design content, Fieldnet's mobile portal and SAML's website into a single experience where employees are able sign on once (SSO) to access information across three databases. This integration allowed employees on mobile to look up more extensive account information, agent information and a reach a larger database of resources to aid the selling and account management process.

Over time, improvements to and iterations of the mobile experience have attracted heavy usage from Mass Mutual employees internally. **The portal sees upwards of 8,000 sessions and nearly 40,000 page views from over 3,000 users daily. Of these, 75% are returning users, indicative of the reliability, convenience and efficiency of the portal.**

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