

Product

Focused on continuous innovation and discovery of value. The Phoenix Way.



Quick Facts

Certifications:

- SAFe
- LeSS
- Scrum
- Pragmatic Marketing
- Google UX Design

Specializations:

- Customer Empathy
- Product Visioning, Ideation & Discovery
- Product Market Fit
- Feature & User Story Definition
- UX Research, Design & Validation
- Hypothesis Validation
- Backlog Refinement and Prioritization

Techniques and Artifacts:

- Crazy Eights & Storyboards
- User Story Mapping
- Gemba Walks and Talks
- Lean Decision Jams
- Value Driven Roadmaps
- Personas
- Customer Journey Mapping
- Lo-Fi and Hi-Fi Prototypes

Department of Veteran Affairs (VA)

Opportunities to automate labor intensive processes is near and dear to our hearts. The Department of Veteran Affairs presented us with an opportunity to automate a highly manual process that often resulted in significant delays and impacted team member productivity. Our team designed and successfully implemented an automated process to mitigate these issues and provide Veterans a far better experience and allow team members to focus on more impactful tasks.

Our Impact:

- ~30,000 refunds to Veterans processed annual
- 2-3 Days for refund
- 200 internal users ~2,500 FTE hours annually
- Custom redesign

Fiserv

Phoenix was engaged to reinvent an implementation of a post-settlement audit automation product for one of our client's largest customers. It had been nearly 2 years in implementation without going live. Phoenix assessed the state of requirements compared to team velocity and determined a major shift in product scope and approach was required to deliver value to the business in short order. Phoenix led requirements revamp sessions to revisit the core business problems and opportunities to be solved with the product. Phoenix devised an approach that focused on configuration first to provide immediate lift, and stripping out high effort, low value features. Phoenix delivered the first product iteration to production in 8 weeks.

Our Impact:

- 8 weeks speed to market
- Reduction in business time spent on post-settlement audits

Top Mortgage Lender & Servicer

When our client's vendor contract required SMS functionality be released to Salesforce users in four weeks, we committed to achieve the goal. In 3.5 weeks, we established MVP scope, identified the pilot team, aligned on architectural design, and refined, developed and released all features. The successful release and adoption allowed us to gather enough information from the MVP to validate the business hypothesis and inform the longer term contract.

Our Impact:

- Value delivered in 3.5 weeks
- No PRD issues
- 100% adoption
- Repeat client

Department of Veteran Affairs (VA)

The Department of Veteran Affairs sought to increase Certificate of Eligibility (COE) automation on approved cases. We helped the VA achieve its vision by discovering and defining a system that provided lenders the ability to engage directly with Loan Guaranty from the lenders loan origination system. We also created a user friendly, modernized self-serve portal for Veterans to apply for the VA Home Loan Benefits they earned through their service and dedication to our country. Knowing the importance of providing visibility to end users, we also created a dashboard of reports to track the key performance metrics for the COE automation.

Our Impact:

- Increased automation by 8%
- 18.5 FTE hours saved on Streamline IRRRL COE processing
- 5.27 FTE hours saved on Surviving spouse COE Processing

Our Special Sauce:

We are experts in the consumer lending and financial services industry. Period. This is PhoenixTeam's focus. Combine our industry knowledge with our deep product expertise and you have a machine of folks that get in and deliver value fast with little to no ramp up time. We amaze Clients by delivering a solution within a matter of weeks, allowing us to iterate, refine or tackle new high-value product features quickly. Every one of our team members, including Managing Partners, are boots on the ground, digging deep to delight Clients with their desired outcomes.