



# Enhancing the employee user experience with digital technologies

Learn how Taronga Zoo partnered with Bourne Digital to enhance the digital employee experience through the implementation of technology.

## Taronga Zoo Employee Experience

Taronga Conservation Society Australia (TCSA) secures a shared future for wildlife and people with activities that span the fields of animal care, recovery, education, community engagement, guest experience and science. In 100 years Taronga has evolved from a location of entertainment to a mature conservation and education hub.

Taronga Zoo aspired to enable Zoo Keepers, Volunteers and Staff to spend more time with both the animals and guests through digital innovation.

## Solution

Stax has become the 'go to' for staff members looking to lodge leave requests, requisitions and for guest experience staff to issue site wide alerts. Zoo staff members find it easier to lodge leave and purchasing requisitions, as they no longer have to track down their line manager to physically sign off on the form. The Stax app is continuously enhanced to support new features and functions as well as TCSA's journey to SAP S/4HANA, SuccessFactors and other non-SAP solutions.

## Challenge

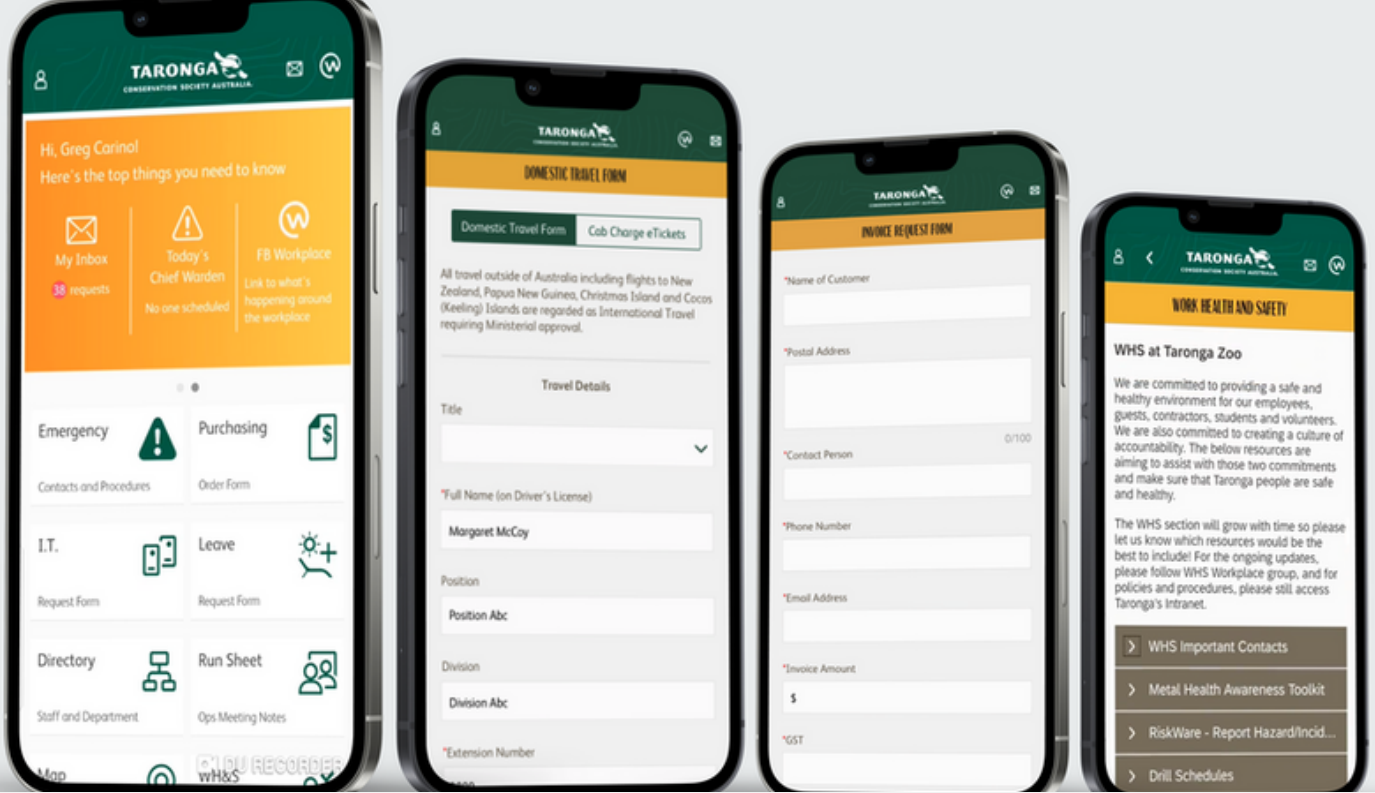
Burdened by desk-based admin tasks, Taronga Zoo employees struggled to maintain enough quality time with the animals. TCSA was seeking to unify common staff functions and content into a simple, intuitive mobile and desktop application to maintain employee productivity and engagement.

## Technology

- SAP BTP
- SAPUI5 (SAP Fiori)
- SAP Launchpad

## Services Used

- User research
- User Personas
- Day in their life experience
- Journey mapping (current and future state)
- Feature prioritisation
- Prototyping (Mid and High Fidelity)
- Usability testing
- Architecture design
- User stories
- Build and build testing
- Quality assurance
- Continuous Improvements



## Outcome



### Increased field staff engagement

The cloud application enables field staff to be more engaged and proactive dealing with zoo incidents, staying up to date with news and other key information.



### Increased user satisfaction

The simplified and intuitive experience for key transactions, encouraged employees to be more engaged with customers, leading to increased guest experiences.



### Quick and efficient communications

The mobile app enabled communications to be directed quickly and efficiently to the right person. This ability built a confidence in the front-line teams.

## Impact

# 87%

Guest satisfaction with helpfulness of staff.

# 33%

Staff users are now mobile first.

# 2500+

Purchase requisitions and 2000+ leave requests lodged via Stax app.



"Taronga has a new partnership with its sponsor SAP to uplift core business systems to continuously updated cloud systems for finance, procurement, payroll and human resources. The project will provide current and continuously updated cloud systems for Taronga's new phase of commercial growth, as well as expanded education and conservation programs".

Cameron Kerr, CEO, Taronga Conservation Society Australia