



bai communications

SENSEI CLIENT CARE:

DRIVING ADOPTION AND A POSITIVE USER EXPERIENCE FOR BAI COMMUNICATIONS' PROJECT MANAGERS.

After Sensei deployed the Project, Portfolio and Work Management solution for BAI Communications (BAI) in December 2019, the company sought further support for the newly introduced solution to maximise user experience, adoption, and maturity. The Sensei Client Care team was engaged to work alongside BAI to achieve this outcome and today, the company enjoys widespread use of the solution. This provides BAI with a clear view across projects in Australia underway at any time and supports the delivery of its strategic vision for the Enterprise Project Management Office (EPMO) – to improve governance and maximise the value of all project investments.

BAI Communications is at the forefront of broadcast transmission, delivering 59 million broadcasting hours every year, reaching 99% of the Australian population. BAI's substantial capability combines management and technical skills which, together with best practice methodologies, form the foundation for excellence in program and project delivery.

COMPANY NAME
BAI Communications

INDUSTRY
Broadcast & Telecommunications

LOCATION(S)
Global Organisation

SITUATION

In 2018, BAI Communications began updating its project methodology – which was predominantly PRINCE2 – to create a hybrid and fit-for-purpose approach with elements of PMI, PMBOK and SAFe to cater for its substantial and diverse portfolio.

This provided a broad approach suitable for managing different project types. It also necessitated the introduction of suitable project tools to match.

In support of this modernised approach to project management, BAI introduced Microsoft Project Online with Sensei's help late in 2019.



As part of this initiative, Sensei implemented its pre-configured Project, Portfolio and Work Management solution. This provides comprehensive reporting, workflows, training and process support in all key Program, Portfolio and Project Management areas. The solution works from project intake and prioritisation, through resource and demand management, budgeting, and cost tracking, planning and collaboration, to Project and Portfolio reporting and PMO governance.

Once the system was embedded from a technical point of view, the next imperative was to drive adoption among a community of up to 70 BAI users, all of whom are directly or indirectly involved in managing the rollout of various projects within the company.

The goal was to enable BAI's Project Managers to use the newly implemented software and tools to their maximum potential when managing projects. This was the genesis of BAI Communications' move to Sensei's Client Care.

SOLUTION

There are two sides to introducing any new software system; the first is the project side; configuring, integrating, and rolling out the software. Then there is the operations side post go-live – supporting people to use the software efficiently and effectively.

In a best-case scenario, these two sides should work seamlessly together, with the project team handing over to the support team for a smooth transition from deployment to operations.

This view gets to the heart of the value provided by Sensei Client Care. Kicking in after the project side, it is designed to onboard, enhance and advance the use of the Project, Portfolio and Work

Management solution within the client's user community by providing unlimited support to clients from a dedicated team.

The drive for best practice usage and high adoption is supported by user engagement sessions that identify challenges and provide tangible solutions to get users on board and up to speed with minor enhancements rapidly delivered. In addition, best practice insights are delivered with the Client Care team tracking product and platform developments together with technology trends, actively seeking opportunities to create additional value.

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Alex Jahanmahin, PMO Manager, BAI Communications

BENEFITS REALISED



By partnering with Sensei Client Care BAI Communications achieves enhanced productivity, workflow and connectivity.



USER EXPERIENCE & ADOPTION
BAI's Project Managers can use the newly implemented software and tools to their maximum potential when managing their projects.



BUSINESS MATURITY
BAI users are able to efficiently and effectively onboard, enhance and advance the use of their Project, Portfolio and Work Management solution.



CONSISTENT ENHANCEMENTS
The Sensei Client Care team's ability to track product and platform developments together with technology trends, actively creates additional value to BAI's EP MO.



VISIBILITY & GOVERNANCE
The BAI EP MO has a clear view across projects underway at any time which supports the delivery of its strategic vision - to improve governance and maximise the value of all project investments.

RESULTS

"We've seen extreme value in the delivery of efficient and responsive support which has proven essential for the consistency of user experience," says Alex Jahanmahin, PMO Manager at BAI Communications.

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In Australia, BAI projects are managed through a single system across the business, Jahanmahin says governance has improved. In broad terms, he believes it's the combination of the newly implemented Project, Portfolio and Work Management solution and the responsive support provided by the Sensei Client Care team that has driven the right result for BAI. "We want users to have the best experience of our Project, Portfolio and Work Management solution because that in turn drives their enthusiasm to use it. This high user adoption, together with the capability of the new solution, ultimately enables the delivery of BAI's vision for the EP MO."



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Alex Jahanmahin, PMO Manager, BAI Communications

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