

MB&A

A streamlined approach to employee-centric apps

With low-code/no-code development, employees can have a direct impact on the digital tools they use everyday



Joshua Millsapps
MB&A

Adopting low-code and no-code environments to develop digital services has a number of important benefits. First, using an established platform and simply configuring instead of having to code can help agencies deliver a solution in months or even weeks rather than years.

Second, such environments put agencies in a better position to continue improving a solution after it's built. Being able to evolve a low-code/no-code solution in a declarative fashion makes a big difference in terms of staying aligned with constantly changing business processes.

Low-code/no-code tools also widen the field for who can develop solutions. For example, a platform like Salesforce's enables a business user to do some of that work without having to ask a development

want the ability to collect general-purpose data, perform inspections or audits, or manage work orders or assets, we have low-code/no-code components that can simplify the work.

Our goal is for 60% to 80% of business processes to involve just turning the dials, and our technology makes it easy to get there faster. We do that by focusing on collecting information, supporting the management of it through a business process, while enabling the business to better understand the end to end process and communicate and collaborate around improving ongoing operations.

We help agencies gain deeper insights into their business processes at every level, and a big part of that is getting the right information. There is a thin slice of information that makes a difference, and

we help agencies identify and focus on that.

MB&A's Extensible Assessment Manager (ExAM) platform allows agencies to gather information and leverage it to improve their business

processes. In addition to building forms fast, we incorporate feedback buttons so if, say, inspectors in the field have a problem as they're going through a form, they can click the button and send feedback, flagging the area that needs to be addressed. In addition, ExAM will automatically send surveys to users to ask them about their experience, and that information will be fed back into the business process.

There is a thin slice of information that makes a difference, and we help agencies identify and focus on that.”



team for help. Instead, when they see that their business process is changing, they can adapt the solution on their own.

Collecting, managing and understanding data

As a Salesforce AppExchange and Consulting partner for over a decade, MB&A delivers low-code/no-code solutions that function seamlessly on the Salesforce platform. Whether agencies

iStock



Making seamless feedback loops part of the process

It's important to modernize business processes then collect feedback in the moment because employees will often give a different answer when they're actually using an application than they would if they're asked about it several days later. Knowing that employees were on question seven or in a specific part of the inspection process when they had a challenge will give agencies a much better ability to resolve the problem.

Instead of creating feedback loops as an operational activity, MB&A's technology enables agencies to incorporate those loops into the work their employees are already doing. That approach can be difficult with traditional technologies, but MB&A's solutions on top of Salesforce's platform enable agencies to listen to feedback, make changes and deliver a better customer experience.

Salesforce's technology is designed to create human-centered experiences, and MB&A's applications are meant to

help employees develop digital services and collect, manage and understand their data more quickly and responsibly across a wide variety of public-sector use cases. By running MB&A's innovative and native tools on Salesforce's incredibly powerful and secure platform, government teams have the power to improve processes and achieve better outcomes on their business and mission objectives. ■

Joshua Millsapps is founder and CEO of MB&A.

The future of
Assessments
is here →

MB&A
mbaoutcome.com