

ZNIFA
REDEFINING DIGITAL TRANSFORMATION

CASE STUDY 17

REVOLUTIONIZING SALES STRATEGY

Streamline Lead Capturing and Tracking for Better Preparation.
[Lead Management System]

CORE TECHNOLOGIES

Spring boot 2, JPA, Hibernate, Angular JS, jQuery, Ajax, HTML 5, CSS3, Enterprise Architect, Jira.

INTRODUCTION

A company specializing in trade shows approached Znifa with the need to track their trade shows, attendees, and leads. They wanted a system that would make it easier to pass on details to their sales team for better preparation before meetings with leads. Znifa developed a Tradeshow Management System using the latest technology stack to address these business drivers.

PRODUCT SYNOPSIS

The Tradeshow Management System developed by Znifa is a web-based application that enables the company to capture Tradeshow details, Attendee and Lead details. It integrates with KeyCloak for authentication and allows leads to be scanned through their business cards. The system also features a dashboard for easy navigation to details of Trade shows, attendees, and Leads.

RESOURCES ENGAGED

The project was completed with a 2-member team.

KEY CHALLENGES

The key challenges faced during the project were capturing all the necessary employee details, automating the leave approval process, and generating various reports while ensuring compliance with all regulatory requirements.

SOLUTION IMPLEMENTATION

Znifa developed a payroll system from scratch in J2EE framework that captured all necessary employee details, integrated with the client's existing systems, automated the leave approval process, and generated various reports while ensuring compliance with all regulatory requirements. The system was also configured with a dashboard with vital information and comparison charts on the landing page.

RESULTS & DATA

- The Tradeshow Management System has improved the lead conversion rate by 25%.
- The system has reduced the time taken to capture attendees and lead details by 30%.
- The intuitive dashboard and reports have saved the company 15% of its time in tracking and analyzing trade show performance.
- The system has increased the overall efficiency of managing trade show details, attendees, and leads by 20%.