ZNIFA
REDEFINING DIGITAL TRANSFORMATION

CASE STUDY 14



# ENHANCING MARKETING EFFICIENCY

## CRM Portal

Intuitive UI & tailored CRM portal boosted healthcare provider's customer satisfaction by 20% and marketing team productivity by 30%.

## CORE TECHNOLOGIES

J2EE

## INTRODUCTION

In this case study, we explore the journey of a healthcare services provider in North America as they sought to optimize their customer relationship management (CRM) processes. The organization aimed to develop a CRM portal with specific requirements aligned with their marketing team's practices. Additionally, they desired a comprehensive dashboard to monitor the performance of marketing team users, as well as decision support reports for senior management.

## RESOURCES ENGAGED

To successfully implement the CRM solution, the project involved a team of four professionals proficient in various technologies and tools. The team collaborated closely with the marketing team and senior management to gain insights into their pain points and requirements.

## PRODUCT SYNOPSIS

The healthcare services provider engaged Znifa, a technology solutions provider, to address their CRM challenges. Znifa embarked on a comprehensive analysis of the existing processes and pain points faced by both the marketing team and senior management. Subsequently, a user-friendly and intuitive UI was designed, featuring dashboard views for both users and senior management. The solution was deployed on AWS Cloud, leveraging a range of technologies such as J2EE, Spring JDBC Template, jQuery, Ajax, JSP, JSTL, HTML 5, CSS3, React JS, log4j, SVN, Maven, Selenium 3.14, Eclipse IDE, Tomcat 9, and MySQL 5.5.

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## KEY CHALLENGES

During the initial stages of the project, the healthcare services provider faced several challenges related to their CRM processes. These challenges included the lack of a centralized system for managing customer relationships, limited visibility into marketing team performance, and the absence of decision support reports for senior management.

## SOLUTION IMPLEMENTATION

Znifa played a pivotal role in overcoming the aforementioned challenges. They conducted a workshop with the marketing team and senior management to gather a comprehensive understanding of pain points and system requirements. Based on these insights, Znifa designed an intuitive user interface and developed a CRM portal that addressed the specific needs of the healthcare services provider. The solution incorporated a comprehensive dashboard for monitoring the marketing team's performance and generating decision support reports. The deployment was carried out on AWS Cloud, leveraging a range of technologies and tools.

## RESULTS AND DATA

Following the implementation of the CRM solution, the healthcare services provider experienced significant improvements in their operations. The client's background data showcases tangible results, such as

- An increase in customer satisfaction by 20%
- A 30% rise in marketing team productivity, and
- A reduction in response time to customer queries by 40%.

The decision support reports gave senior management actionable insights, enabling them to make strategic decisions.

By collaborating with Znifa and leveraging advanced technologies, the healthcare services provider successfully transformed their CRM processes, resulting in improved efficiency, enhanced decision-making, and better customer experiences.



+91-9551585585
msalim@znifa.com
www.znifa.com