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REDEFINING DIGITAL TRANSFORMATION

CASE STUDY 13



CUSTOMIZED CRM SOLUTION FOR SMEs

Empowering SME's with custom CRM that boosts lead conversion speed by 25% and sales team performance by 30%.

CORE TECHNOLOGIES

J2EE, Spring, jQuery, Ajax, React JS, MySQL 5.5, AWS Cloud

INTRODUCTION

Our client, a company aiming to diversify its offerings, required a customizable CRM product to cater to the specific needs of small and medium-sized enterprises (SMEs). The solution was designed to be compatible with both on-premise and Software-as-a-Service (SAAS) deployments.

PRODUCT SYNOPSIS

The developed CRM product provided a comprehensive suite of features to enhance lead management, team productivity tracking, and financial aspects related to lead generation. It utilized a wide range of technologies such as J2EE, Spring, jQuery, Ajax, and React JS to deliver a user-friendly and robust solution.

RESOURCES ENGAGED

The project involved a team of 6 professionals skilled in J2EE, Spring, jQuery, Ajax, JSP, HTML5, CSS3, React JS, log4j, SVN, Maven, Selenium, Eclipse IDE, Tomcat 9, MySQL, and AWS Cloud. Their collective expertise ensured the successful implementation of the CRM product.

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KEY CHALLENGES

Creating a CRM solution with customizable features tailored to SMEs' specific requirements.

- Integrating on-premise and SAAS functionality within a single product.
- Implementing advanced features such as team productivity tracking and financial management for lead generation.
- Designing a user-friendly interface with intuitive navigations to enhance user experience.
- Ensuring seamless handover of leads from the marketing team to the sales team after nurturing.

SOLUTION IMPLEMENTATION

The team utilized J2EE and Spring frameworks to develop the core CRM functionalities. Front-end technologies like jQuery, Ajax, JSP, and React JS were employed to create an intuitive user interface. Additionally, various supporting tools and technologies like log4j, SVN, Maven, Selenium, Eclipse IDE, Tomcat 9, and MySQL were used to facilitate development, testing, and deployment. The solution was hosted on the AWS Cloud platform.

RESULTS AND DATA

The CRM product successfully met the client's objectives and generated positive outcomes, including:

- Increased lead management efficiency, with a 25% reduction in lead conversion time.
- Enhanced team productivity, resulting in a 30% increase in sales team performance.
- Improved financial tracking, enabling the capture and analysis of expenses spent on lead nurturing.
- Mobile app with offline capability, enabling users to access and update information even without an internet connection.
- Detailed transaction and analytical reports provided valuable insights for strategic decision-making.
- IP Lock-in and Keycloak integration ensured data security and seamless user authentication.
- User-friendly UI and intuitive navigations contributed to a 20% reduction in training time for new users.
- Successful deployment in the AWS Cloud, offering scalability and flexibility for future growth.



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