

ISHIR improvises an enterprise-level marketing platform for a leading digital marketing company

Client

The client offers an enterprise level relationship marketing platform that helps businesses to establish and maintain customer relationships.

Challenges

The client wanted to upgrade their platform to provide world-class features to their customers. The platform, in its current state, was capable of a few operations. Their customers could not execute successful marketing campaigns as the UI was obsolete, did not provide any call tracking (resulting from marketing campaigns) and did not offer comprehensive reporting. The platform was built on ASP.NET with Handlers and ViewState (for state management), an obsolete technology making the application very slow to respond.

Solution

ISHIR's team suggested that the platform be migrated to Angular JS for more flexibility, agility and speed. The team developed Web APIs (RESTful Services) that were platform independent. Going by the preference of the users, the newly built platform could provide the new on-demand UI. There is a new functionality to record calls resulting from the marketing campaigns so that there's a clarity on the ROI with voice tracking feature.

The platform has been made capable of a detailed dashboard that can provide detailed reporting on each parameter of the marketing campaign.

The size of the client's technical team has been reduced to half as least maintenance is required on the improvised platform.