REACH NEW CUSTOMERS - AND EFFECTIVELY MANAGE EXISTING ONES - VIA BUSINESS IT ASSET INTEGRATION AND OPTIMIZATION

Scaling and growing as a company demands not only continuing to reach your current customer base, but expanding to reach new customers as well. This often means integrating your enterprise's business assets via a central hub and updating static web assets.

We at Cyber Group recently completed a robust systems integration project for a large retail energy provider, which included new application development, and optimizing their customer enrollment platforms. IT business asset management and integration involves many components associated with optimization, such as application development, project management, technology stacks, Javascript development, .Net development, along with responsive website development. One of the more critical issues the energy provider was trying to solve was directly tied to their web platform not being optimized and due to deregulation they were entering a new market almost every six months. This generated the need to create a scalable model that facilitated their market entry, without building discrete web properties for each market. By considering dynamic websites, which have become the new normal for every business, the company could now allow customers to switch energy providers online instead of the static customer interface where they were only offering phone numbers to call.

The executives of the enterprise realized that website optimization and integration was an important objective for several reasons:

- Save on the cost of development and reduce overhead
- Leverage new technologies (e.g. responsiveness), accommodating multiple form factors and client access web pages via iPads, PCs, Androids, Smartphones, etc.

A critical component of the project was that management did not want to expand their agents in the support call center just to solve customer inquiries via phone calls. They wanted a self-service system on their website to automate customer requests (e.g. for codes or for changing service) that could be captured directly to the enrollment engine from different online channels. Secondly, they wanted to build an optimized platform that could increase maintainability of these discrete
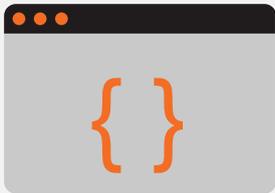
One of the more critical issues the customer was trying to solve was that **their web platform was not optimized.**

We built a **configurable enrollment engine** for each market. On top of that configurable enrollment engine we also built **responsive web pages** which support each market.

We successfully assisted a company that was trying to operate in multiple markets by optimizing their apps so **they wouldn't need to maintain android, IOS, and Web/HTML applications simultaneously**

web properties, while integrating them with the easily-maintained enrollment engine. Lastly, they wanted to save on overhead to avoid utilizing expensive technical resources to maintain a myriad of market integrations, via a set of business websites, in numerous markets.

Even though IT was driving the initiative, the operations department benefited most from the project. Operations admins wanted to reduce the need to hire additional customer service agents or listen to complaints about non-availability of websites from the customer. Ultimately, we optimized their systems so that customer prospects didn't have to call, they simply filled in five to six information fields on the retailer's website, then customer service would give them a call. It's also important to note that this project was built 90 percent to strategically assist with lowering Customer Acquisition Costs (CAC) and to make it more feasible to gain new customers.

To make this happen, we built a configurable enrollment engine for each market. On top of the enrollment engine we built responsive web pages which support each market. With this model, the engine became a central hub, where multiple light pages run through the hub allowing the web enrollment engine to efficiently drive most of the logic in the backend. This design took care of the scalability and maintainability of the solution as our customer continues to grow their presence in different markets.

The responsive web system was built in such a way that it would not require rolling out and maintaining numerous versions of their website, such as native mobile applications, mobile web versions, desktop web versions, etc. Without such a system, every time their admins would need to make an update, they would have to make the changes to each of these application versions. Making their web pages responsive helped to ease the requisite resources associated with maintaining and supporting their systems.

In summary, we successfully assisted a company that was trying to operate in multiple markets by optimizing their apps so they wouldn't need to maintain Android, IOS, and Web/HTML applications simultaneously (including requiring simultaneous, periodic updates). We built a core engine that was parameter-driven and responsive. That allowed us to maintain and build the application at a substantially lower cost, and with less code, which requires less debugging each time an update is released.

Due to our expert teams and resource availability, we completed this project in 14 weeks, using a team of eight people. After it went live, our support team continued the maintenance phase of the project.

As you can see, the process of reaching new customers via an optimized, integrated set of business IT assets can be handled by skilled specialists, resulting in reduced costs, lower overhead, lower Customer Acquisition Costs, and a more optimized IT infrastructure for your business. Such a task would be quite ambitious for internal teams, but a very feasible and streamlined task for outsourced teams who specialize in such workflows.