

Tech transformation for building a modern

# CX Platform

that helped in maximizing business value



## About the Client

Leader in customer survey and enterprise feedback management

Platform helps in driving high-value business decisions and relationships with both customers and employees

## Business Needs

- Revamp the legacy platform completely to a cutting-edge SAAS platform
- Extend seamless experience through multiple devices
- Upgrade configuration and platform administration modules
- Provide accurate feedback interpretations, business trends, and actionable information through analytics and visualization module
- Reduce feedback to action time through effective action management tool

## Solutions



### Tools & Technology

Architected and developed the platform using latest technology to ensure high security, accessibility, and scalability with:

- Unified experience across all the devices
- Rendering charts for large amount of data across multiple projects
- TTM – quick feature roll out – lean development approaches
- Easy usability in terms of channels and languages
- Supports the entire CX business from data capture to analytics to response to feedback

### People & Processes

Implemented appropriate engineering practices thereby developing an efficient product:

- Designed and developed the architecture, technical and functional solution, and use cases
- Architected, developed, and integrated functional and non-functional tests in CI pipeline for Continuous Testing
- Implemented mature product management practices and ALM Practices implementation



## Business Impact

- The platform supports **500+ clients** and **95 countries**
- The platform engages **more than 2M users**
- Enabled **high-value real-time** analytics use cases over high-velocity stream data
- High on performance, **scalability, stability, and recoverability**
- 20% reduction** in operational costs
- With the platform, a partner company saw a **65% reduction in its survey and analysis costs** and has **increased its number of touchpoints surveyed by 220%**

### Technology Stack

- Database:** Microsoft SQL Server
- Languages and Frameworks:** C#, Microsoft .NET Framework, Swift, Kotlin, .NET Core
- Tools:** Jenkins, BrowserStack, DigitalOcean, ZAP, Salesforce, TestRail, SwiftLint, SOAPUI, docker, Se, TC, POSTMAN, dotBeak, Kubernetes

## Cybage Hi-Tech

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Let's build next-gen CX platforms to maximize business impact

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