Enhancing Customer Experience (CX)
with Review 360 Solution

Objective

In today's competitive environment where your customers are at high risk of being acquired by new players, you need to have a competitor-centric approach to retain your current customers and improving your quality of service. Enterprises that focuses on meeting their customer preferences have successfully driven profitability. Our end client wanted to develop a customer feedback product which analyzes various customer responses received and delivers a comprehensive view.

Challenges

- Offline + Online Data Capture
- Data Redundancy
- Analyzing multi-lingual feedback
- Developing a user-friendly solution with interactive reports

Approach

We helped our customer by understanding its product vision and developed a customer feedback management solution using Waterfall model. We developed a data warehouse to streamline the customer responses received from both online and offline channels.

We developed an algorithm to normalize and simplify the customer responses by removing redundant information. After collecting data from all sources, we combined them into a centralized dashboard with an integrated complaint redress engine to provide an immediate and accurate analysis of customer sentiment. Interactive reporting dashboards were developed to visualize the information and to drive actionable insights. A team of three software developers, two QA testers, two UI designers and one project manager were involved in the project. We leveraged PHP, MySQL, Laravel, Quickbooks, and CakePHP technologies to develop the product.

Business Benefits

- Real-time feedback analyses of structured and unstructured response
- Omni-channel feedback system – offline & online channels
- Automated triggers with customer sentiment analysis
- Advanced reporting dashboards
- Global language capabilities for achieving simplified operations
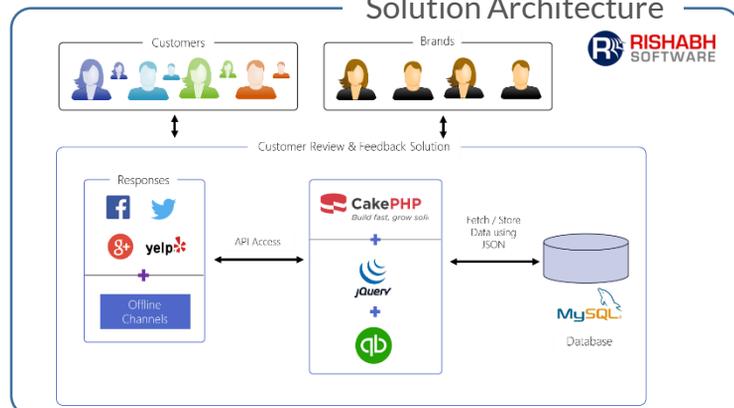
Industry Segment

Digital Enterprise

Customer Profile

US-based digital enterprise, helping businesses understand their customers better.

Technology and Tools

- CakePHP
- MySQL
- jQuery
- QuickBooks
- Google API
- JSON
- Social Media API's
- SMS API
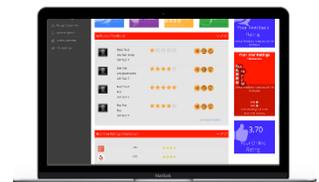
Solution Architecture

Customer Response Dashboard

Product / Service Level Dashboard

Offline + Online Response Trend

Ratings / Response Dashboard

About Rishabh Software

Rishabh Software is a CMMI 3, ISO9001, ISO 27001, Microsoft Gold Partner & Oracle Gold Partner providing application development services & solutions to mid-sized enterprises globally through our offices in the US, UK and India. We leverage the latest technology stacks in Cloud, Mobile, Business Intelligence and other Enterprise technologies helping clients to get the best value of their IT budget. With our team of 250+ application developers, we have implemented 1000+ successful projects across 24 countries. We work on .NET, Java, PHP, iOS, Android, Oracle, IBM and Open Source technologies.

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