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Business Domain

Digital Workforce

Project Type

Cloud based Platform

Web System Improves Customers' Satisfaction by 30%, Resolving 94% of Complaints Without Escalation

Client

Since 2014, the Client has been developing innovative digital platforms that improve the outcome of controversial situations for consumers, businesses, and intermediaries. The Client's digital platforms and services offer consumers an easy way to resolve complaints as well as get detailed insights for businesses to help transform their operations.

Project

A digital, web-based single communication platform that is easy to use for business, customers, and public sector representatives alike.

Objective

The Client required a solution that could make consumers' voices heard more effectively and help businesses solve problems with better results. Most likely, it should be a web-based system with the functionality of an independent problem resolution service.

Also, one of the Client's goals was to help businesses efficiently manage complaints in a straightforward and well-structured manner – by improving customer service and getting better resolutions. As a result, the customers' experience should be improved.

Team Reinforcement

An Offshore Dedicated Team® was formed to develop and scale the platform from scratch. The process involved gathering:

- Ruby Developers
- Data Science, NLP Engineers (for machine learning models)
- AWS Dev Ops

Challenge

The Client has helped more than 4 million consumers raise issues with companies for free. The Client's services are used by consumers living across the UK and worldwide. The Client has met the AA standard of the Web Content Accessibility Guidelines (WCAG) 2.0.

The business goal was to create a free, independent online service. The platform offers a range of products that provide consumers and businesses with a fast, fair, and simple way to resolve their issues.

The Client doesn't have their own R&D department and selected between a set of vendors to form a team for the project. The challenge was not only to build the mediation service between claimant and defendant but also to create the system for data analysis and compilation of industry reports for different business domains.

Quick Facts

- ✓ The platform helps several million individuals yearly
- ✓ 94% of cases are resolved without escalation
- ✓ Over 30% increase in customer satisfaction

Technologies

IaaS based on Terraform / Graph DB / Ruby / Ruby on Rails / Gems / MySQL / Dynamo DB / AWS / React / Angular / CoffeeScript / RabbitMQ / Noe4J / Java / Kotlin / Objective C / Swift

Solution

★ 01

Consumers submit several million complaints to companies through the service every year. The platform analyzes their feedback on the outcomes of those complaints.

★ 02

The required key features of the platform are high processing speed, quick complaints processing, and financial efficiency.

★ 03

For businesses, the platform is a proven source of insights to make a fair and informed resolution and an effective route to raise a complaint.

★ 04

Five services were built inside the web platform:

- Complaint – Resolver for Consumers
- Corporate – Resolver for Businesses
- Decider – Traffic Penalty Tribunal
- Helper – Issues Resolver for Businesses
- Ombudsmen Service – Service Based on Decider

★ 05

The ODT built a technical solution that made a positive impact for both consumers and businesses and became a widely-used market mediator. Better communication between basic market actors leads to better outcomes for everyone.



Client Reference



We've helped people to tackle millions of issues over the years, and we share our expertise with companies that want to change the way they look at complaints.

Client's team

Benefits and Results

- ★ During 6 years of successful cooperation, the delivered product became a service that helps businesses build customer trust.
- ★ The platform creates a personal case file for each issue, so the plaintiff is in control and can manage everything from one place.
- ★ In 2018, the Client company founder and CEO was awarded Social Enterprise Entrepreneur at the Enterprise Awards.
- ★ The initial version of the platform was released in 9 months. Improvements in the communication between market actors result in improved outcomes for everyone.

Techstack:

IaaS based on Terraform, Graph DB, Ruby, Ruby on Rails, Gems, MySQL, Dynamo DB, AWS, React, Angular, CoffeeScript, RabbitMQ, Noe4J, Java, Kotlin, Objective C, Swift

Team: 20

Project Manager, System Analyst, Team Leads, Ruby Developers, JavaScript Developers