intetics

Where software concepts come alive™

Business Domain	**Project Type**
HighTech and Software Platforms	Platform, CRM, website, App, ERP, Dev Team, Tech Partnership

In Less than 1 Year, the Global Leader in Intelligent Guided Selling Received a Multi-Functional Platform for Improving the Customer Journey Experience

Client

Conversity is a global leader in Intelligent Guided Selling. The B2B company offers omni-consistent, easy-to-integrate and configure customer personalization technology that improves engagement and cross-selling, and multiplies conversion rates by X5.

Project

The development of an Intelligent Guided Sales platform that combines sources of customer and product data, together with real-time relevant intelligence and configured business rules to effortlessly adapt digital customer journeys across channels.

Objective

The Client aimed to improve and personalize the customer journey experience to support growth and drive conversion across a wide variety of businesses. The Intelligent Guided Sales platform addresses pain points and simplifies customer journey across single- or multi-channel experiences.

Team Reinforcement

The Client didn't have an R&D team and focused on management and business development. They fully relied on Intetics' engineering skills to design, architect, and implement the platform.

Challenge

Conversity technology serves B2B/B2C customers to propel their business growth. The company can bolster tech capabilities or free up customers' resources to focus on their roadmap. The team of experts in guided selling has 10 years of combining leading-edge tech expertise with the changing needs of customers to drive satisfaction and conversion.

The Client came up with the idea of the platform and required a technical partner to assist and cover the software development part.

The Client was focused on marketing and sales. Intetics was in charge of the entire platform development process.

Quick Facts

✓ 5+ years of continuous cooperation

✓ Designed and implemented 100% of the software platform

✓ World-class customer journey experience

✓ The initial version of the platform was developed in less than 1 year

Technologies

AngularJS / Java / JavaScript / AWS / Spring / MySQL / Elasticsearch / cometD / Apache / Apache PDFBox / Amazon EC2 / Amazon RDS / jQuery

Solution

★ 01

The Conversity platform serves customers from different B2B and B2C business areas, including Telco, Retail, and more. The designed solution significantly improved and personalized the end customer journey experience and helped to provide the high-quality service that they were seeking.

★ 02

The platform combines sources of customer and product data, together with real-time and configured business rules – effortlessly adapting digital customer journeys accordingly across channels.

★ 03

Several packages were developed, including Simplicity, Select (the easiest ways to drive ROI), Signature and Synergy for brands working on 3d parties websites.

★ 04

- Driving KPIs – dynamic journeys, personalized solutions
- Data enhancements – integrated crucial data to the purchase journey
- Improved NPS scores – getting customers to the right decision faster

★ 05

The collaboration between Conversity and Intetics has resulted in a fast and easy-to-launch technology.

))) Conversity

UK Consumers - Online Spending Plans 2021

74%
Will spend the same or more on jewelery

74%
Will spend the same or more on clothing

73%
Will spend the same or more on healthcare/vitamins

66%
Will spend the same or more on skincare/cosmetics/beauty

Client Reference

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We appreciate the work that the Intetics team did for us. The platform was built in time and with great quality, as we expected.

CTO

Benefits and Results

★ The Intelligent Guided Sales Platform, with its personalized and improved customer journey experience, became an effective tool for boosting conversion for the Client's customers.

★ The end-users receive relevant recommendations and can access add-on opportunities along their customer journey.

★ Every update is created to help brands get the most out of the platform and design digital customer journeys that enhance loyalty.

★ An initial version of the solution was delivered in less than 1 year.

Techstack:

AngularJS, Java, JavaScript, AWS, Spring, MySQL, Elasticsearch, cometD, Apache, Apache PDFBox, Amazon EC2, Amazon RDS, jQuery

Team: 7

1 Project Manager,
3 Java Developers, 2 QA,
1 JavaScript Developer