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Where software concepts come alive™

Business Domain
Healthcare

Project Type
Web Development

Digital Ecosystem for an International Seller Resulted in an Improved Customer Experience and Revenue Growth

Client

Brava LLC is an American company specializing in a self-titled product, a proprietary non-surgical cosmetic body shaping system. Brava sells the shaping system worldwide.

Project

Building a server application that retrieves data from every body shaping system and uploads it to a central server. Creating a branded website with B2B/B2C capacities, Customer Support, CRM, and Content Management systems.

Objective

The Client aimed to achieve 3 goals:

1. Create a controller box for keeping track of customers' body shaping processes in quasi real-time. The gathered data should be analyzed to improve the customer experience and the results of the treatment.
2. Developing a comprehensive website with B2B and B2C capabilities, ensuring complete customer satisfaction and allowing for maintenance and enhancements.
3. Building Customer Support, CRM, and Content Management systems to provide customers with the highest level of service possible and supporting these systems over time.

Team Reinforcement

Since software development and Internet technologies were outside of the Client's core business expertise, the Client needed a reliable partner with experience with the technologies and development tools required for the system: IIS, SQLServer, ASP, Visual C++, XML, and computer telephony. The Offshore Dedicated Team (ODT®) Model was used for this project development and implementation. Intetics was chosen as a company that could best address their wide-ranging needs.

Challenge

Brava LLC is a Florida-based company that sells Brava®, a proprietary non-surgical cosmetic body shaping system, globally.

The Client's business processes and customer support should be optimized and integrated into a single digital ecosystem, which consists of a tracking system, a website with B2B and B2C components, and CMS with advanced functionality.

The Client created a controller box, a special device that collected data from Brava clients wearing the shaping system. Data from the devices had to be collected and analyzed properly.

Quick Facts

✓ The digital ecosystem helped to increase the company's revenue

✓ 7 new regional offices opened

✓ Over 12,000 Brava units sold

✓ 450,000 website visitors per year

Technologies

Windows NT/2000 Server / IIS 4.0 /5.0 / SQLServer 7.0/ Visual C++ / ASP / Java / HTML / JavaScript / TAPI / Windows Media / VoiceXML

Solution

★ 01

The integration of business processes and customer support into a single digital ecosystem increased customer satisfaction, reduced costs, and resulted in revenue growth.

★ 02

A server-side application handles connections and data transfer to store data and generate reports.

★ 03

The Clients' Private Area allows customers to find a doctor, order the Brava product, and personally trace the process of their body shaping using metrics and statistics. The system provides doctors with private and secure access to a patient's profile for better treatment control.

★ 04

AskBrava™ helpdesk gives customers full information about the product from a website with B2C/B2B components. They can easily reach customer support, even during non-office hours. The Client can update the content with a proprietary dynamic content management system.

★ 05

BravaStorefront™ was developed to automate a number of operations for doctors, patients, and Brava staff.
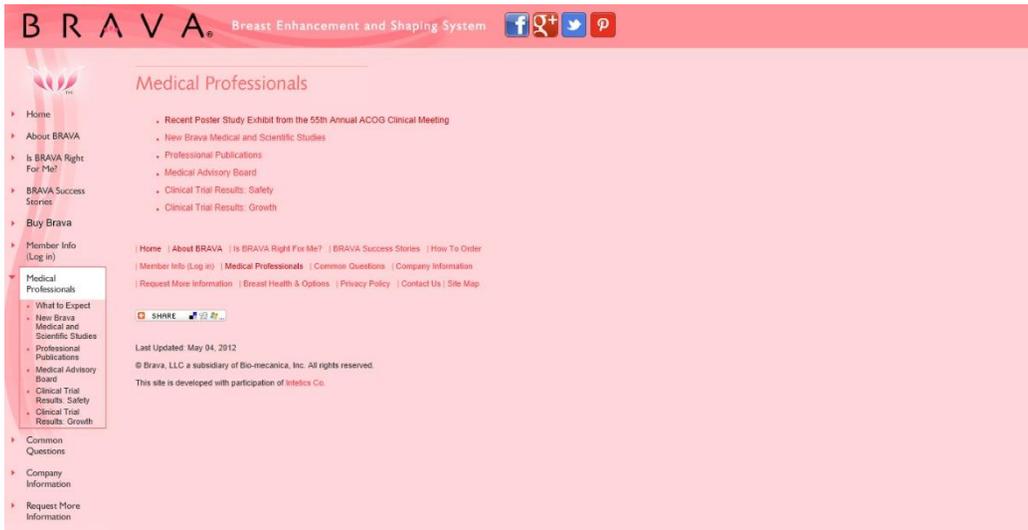
Client Reference

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Brava LLC has had the pleasure of working with Intetics Co. in the development of our new Brava system and website, www.brava.com. We found their work to be superior in quality, timeliness, and in communicating our objectives.

Murat Kuru, Chief Engineering/Information Officer of Brava LLC

Benefits and Results

★ Intetics's digital solutions helped Brava LLC to increase customer satisfaction; as a result, the Client's revenue has grown.

★ Customers can now easily view their progress, source information about the product, and reach customer support or find answers via the **AskBrava™ helpdesk**.

★ The implementation of the project and the Client's marketing efforts achieved impressive commercial success: the site is visited by 450,000 people annually, over 12,000 BRAVA system units have been sold, and 7 regional offices have been established worldwide.

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Techstack:

Windows NT/2000 Server, IIS 4.0/5.0, SQLServer 7.0, Visual C++, ASP, Java, HTML, JavaScript, TAPI, Windows Media, VoiceXML

Team: 3

Project Manager, Developers