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Business Domain

Communications and Networks

Project Type

CRM

Development and Support of a CRM System for a Wi-Fi Provider With 10M Monthly Users

Client

With 45,000 Wi-Fi access points, the Client runs Europe's largest public Wi-Fi network for hotel chains, health institutions, restaurants, and retail businesses. The number of monthly users reaches approximately 10 million.

Project

To develop a custom CRM that fulfills the needs of the Client and their business, including hardware inventory management and monitoring.

Objective

The Client needed a CRM system that can manage hardware equipment, track the usage and monitor the status of the hardware, invoice customers that use high-speed internet access, maintain the list of customers and partners, allow internal personnel to use this system as a ticketing tool for customer support calls, and allow external parties, (e.g., call center or hotel managers) to access a subset of data according to assigned permissions.

Team Reinforcement

The Client and Intetics have been working for 15 years on developing and maintaining the CRM system to manage all aspects of the business.

Challenge

The Client is a large-scale Wi-Fi provider across Europe with about 10M monthly users from hospitality, healthcare, retail, and other industries. To expand their availability, they cooperate with various Wi-Fi partners that make the services available to their customers.

The Client needed to develop and support a CRM system to manage leads, customers, and hardware devices.

The Client lacked a software development team with strong expertise and experience in CRM systems to develop and support the system for everyday usage by their personnel and customers.

Quick Facts

- ✓ 15+ years of continuous cooperation
- ✓ 19,000+ customer locations are being managed using the CRM
- ✓ 55,000+ hardware devices are being managed and monitored

Technologies

Angular / Java / Postgres / REST / SOAP

Solution

★ 01

A CRM system allows the Client's personnel to cover most of the everyday activities that serve their customers.

★ 02

The system was implemented as a web application that covers all CRM functions and can be accessed anywhere.

★ 03

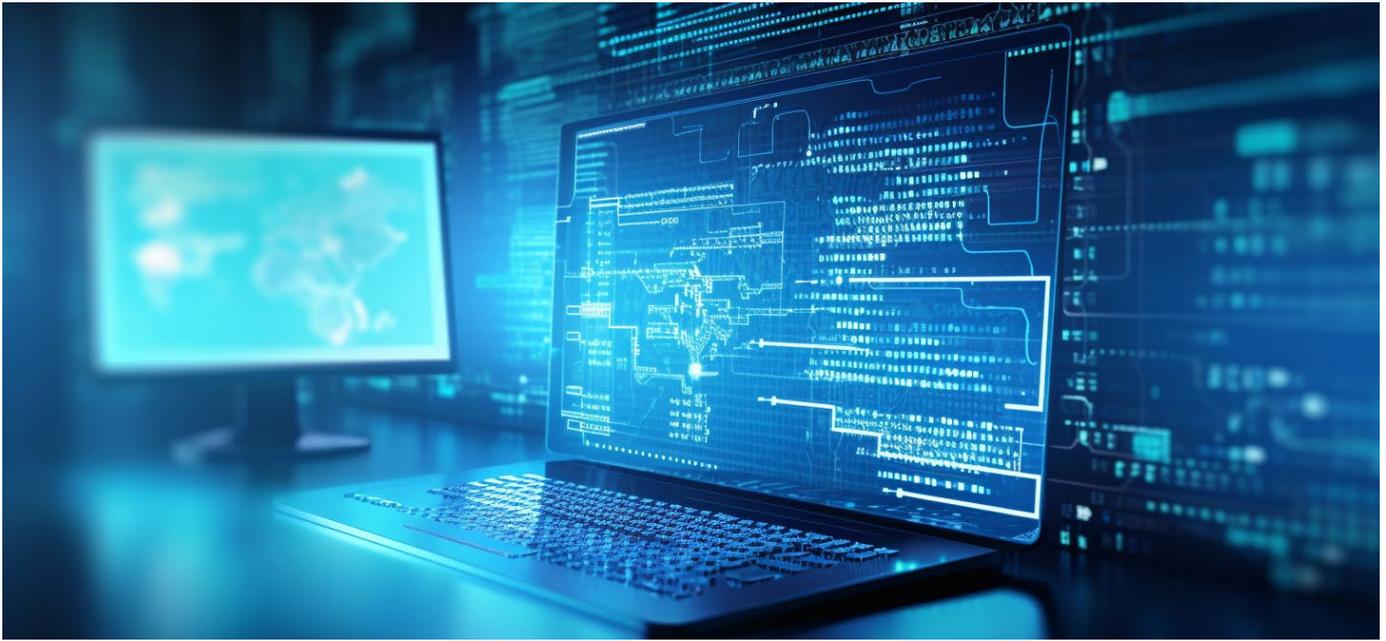
The CRM system includes hardware management and monitoring capabilities.

★ 04

The application was migrated to the new software platform, and the UI was completely redesigned using modern technologies and user experience best practices.

★ 05

The Intetics team continues adding new features and functionality to improve and expand the CRM system.



Client Reference



The 15-year collaboration with Intetics allowed us to streamline and automate operations by deploying a performant CRM system. The advanced features and reliable performance allowed us to reduce costs and improve customer support.

CTO

Benefits and Results

- ★ The Client's team uses the CRM system daily to serve their customers across 19,000+ locations.
- ★ Remote hardware management and monitoring allowed the Client to reduce the field operation costs.
- ★ Automated processing of helpdesk tickets reduced the support department costs.
- ★ The cooperation has been ongoing for 15 years.