

Case Study: Brava® System www.brava.com

Intetics Co. enhances Brava® System and improves Brava customer service

Client

Brava LLC, a company based in Florida, U.S.A.

Challenge

Planning to enhance Brava®, a proprietary non-surgical cosmetic body shaping system, Brava had several technology challenges. Since software development and Internet technologies were outside of their core business expertise, Brava realized that they needed an IT partner to outsource the solution to. The objectives were as follows.

Objective 1. Keeping track of the body shaping process in a quasi real-time mode

Brava created a controller box, a special device which collected data from Brava clients wearing the shaping system and sent this information to the central server via a modem. For continuous tracking of the treatment progress, a server application was required that would retrieve information from multiple controller boxes and upload it to the server.

Objective 2. Creating a comprehensive Web site with B2B and B2C capabilities ensuring complete customer satisfaction and allowing for maintenance and enhancements

Brava wanted to present complete information about the company and the product to their clients, providing a strong feeling of safety, privacy, and reliability; to educate clients about the body shaping process; to help clients communicate with Brava, find a treatment doctor in their area, and personally trace the process of their body shaping; to allow the doctors to receive necessary information, register with the system, order the product, communicate with their patients, and control the treatment. This objective alone required creating a significant technological infrastructure.

Objective 3. Building Customer Support, CRM, and Content Management systems to provide clients with the highest level of service possible and supporting these systems over time

The complexity of the product and the rapidly growing customer database needed an effective and reliable customer support solution. Clients wanted to get quick and competent responses to their requests and trouble tickets. Additionally, the Brava marketing department felt strongly that it was an imperative to have modern effective means of communication with clients like instant messaging, voice recognition, usage statistics, and user behavior patterns analysis. A content management system for the entire Web site was also required.

After a thorough evaluation of numerous IT outsourcing providers, Brava selected Intetics Co. as a company that could best address their wide-ranged needs. Our company was highly experienced with the technologies and development tools required for the system: IIS, SQLServer, ASP, Visual C++, XML, and computer telephony. Besides, we had a solid portfolio of similar projects and proposed the best business conditions.





□ Solution

We designed a comprehensive presentation Web site with a variety of multimedia content about the company and Brava System. We also developed B2B and B2C components, including proprietary BravaStorefront™, that provide a complete framework and automate a number of operations for doctors, patients, and Brava staff. A server-side application is used to handle connections and data transfer, to store data in the central database, and to generate reports. Client Private Area allows clients to view their progress data, statistical charts, and reports for specified periods of time. The entire system is controlled using Administrator Control Panel.

Additionally, we implemented the AskBrava™ helpdesk, a trouble ticket control system, a client-to-client and client-to-Brava instant messaging module, a module allowing clients to leave their messages during non-office hours, a Web site usage statistics analysis module, and DynamicContent™, a proprietary dynamic content management system.



□ Technologies Utilized

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

□ Results

The implemented system improved the image of Brava LLC and their services. The integration of business processes and customer support into a single state-of-the-art operating environment increased customer satisfaction, reduced costs, and resulted in revenue growth. The implementation of the project helped Brava LLC enhance their marketing efforts and achieve impressive commercial success: the site is visited by 450,000 people annually, over 12,000 BRAVA system units have been sold, and seven regional offices have been established worldwide.



“Brava LLC has had the pleasure of working with Intetics Co. in the development of our new Brava system and Web site, www.brava.com. We found their work to be superior in quality, timeliness, and in communicating our objectives,” said Murat Kuru, Chief Engineering/Information Officer of Brava LLC.



Further information and other case studies can be found on our Web site at www.intetics.com