Solutions provided for an
Automotive Internet Marketing Company

Findings of the case study will be useful for providing Private Label solutions for an enterprise organization providing web solutions to their premium clients focusing on the automotive industry.

About the Client:

A US$50 Million Group Automotive Internet Marketing Company which is headquartered in Toronto Canada providing services throughout Canada since 2003. A Spearhead in Providing Digital Marketing and Technology Solutions to car dealerships across Canada. Their mission is to be placed in the top of the online automotive marketing industry through innovative methods in adopting technology for digital marketing consulting. The Services provided by them include :

- Web Development Services
- Blogs and Social Networking Site Integration
- CRM Software
- Mobile Applications.

Our History with the Client:

We have been associated with this client for more than 6 years. Initially the client came to us with a requirement to provide Technical Support for their Customers and some minor changes, re-design and maintenance operations for their Customer's Websites. All the solutions provided was strictly based on Private Label Services. Our Client was most impressed with our Level of Commitment and Quality of service provided. And from the second year they started providing us with individual Web Development services to be done for their Premium Customers.

Client Requirement:

Intially the requirement was to provide Technical support and offer minimal website maintenance support for their client. Based on our commited and quality service the requirement was enhanced to Implement an Entire Web Development Process with the Integration of their CRM tool and Social Networking Sites for their Premium Customers.

Solution Provided:

We provided a quality technical support and website maintenance support to their customers. And a team was quickly formed to adequately support the client on their enhanced requirements as mentioned above. The team quickly adapted to our client policy of delivering the required services in a 6 step method.

- The Implementation of the entire Web Development process starts with the client providing a detailed report on all the requirements to obtain the desired output. Our Support Manager makes a detailed requirement analysis and forwards it to our Design and Development Team

- Our team first develops the Basic Layout and Design of the Website which is forwarded to the Client. Upon approval of the Layout and Design, we move to the Development Process.

- Our Development team completes building the Website. The website is completed with all the required components as per the requirement along with the CRM Software Integration and Social Networking Site Integration.

- A Complete Quality Analysis is done on the Website to ensure proper functioning and making it Ready for Launch.

- We Launch the Website making sure all functionality is working properly.

- A Complete Quality Analysis is done after the Launch of the Website to ensure there are no Bugs and if required also to Enhance and Update some features.

Key features in the Solution provided:

We have successfully designed and developed numerous websites based on client requirement which includes Website design, Website development, Opensource customization, CRM Integration, SEO, SMM, Website maintenance and more. The services have been provided based on the latest technology platforms depending uniquely on client requirements.

Types of Services Offered
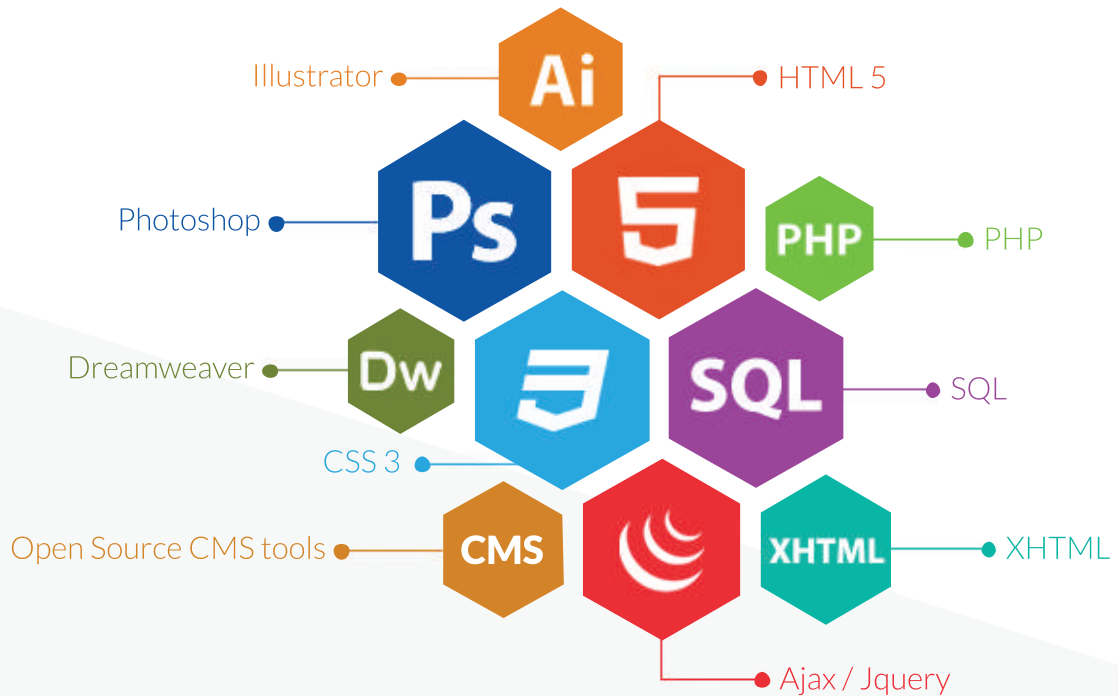
- CMS Websites (DNN, Wordpress)
- CRM Integration
- Module Customization
- SEO / SMM
- Dedicated Website Maintenance

Technologies Served:

Illustrator — Ai

HTML 5 — 5

Photoshop — Ps

PHP — PHP

Dreamweaver — Dw

CSS 3 — C3

SQL — SQL

Open Source CMS tools — CMS

XHTML — XHTML

Ajax / Jquery

Our Team:

We have highly talented and vibrant team of Designers and Developers working in unison to provide Efficient, Creative and Cost-Effective solutions to our Client. Our 10 member team includes:

1 Support Manager

2 Expert Developers

4 L1 / L2 Technical Support Engineers

1 Quality Analyst

2 Expert Designers

Our Working Model:

A streamlined working structure is followed in executing all the projects and maintaining higher quality, conforming to ISO standards. Our support manager is in constant contact with our client to ensure their complete satisfaction. We follow the 6 step method proposed by our client and the complete web development process goes perfectly in order adhering to those steps for all projects. All projects and dedicated website maintenance is tracked through Sugar CRM.

Summary:

Our overall quality and committed services right from the start of the technical support and website maintenance support enabled us in forming a healthy relationship. This resulted in the further development projects with a complete team working on all the required services that were being offered by our client to their premium clients.