

“ Abstracted user permissions, and improved PHP–UI and Salesforce–synchronized data for aggressive cost–control ”

Company Overview

Industry Type

Social and Digital Marketing

Location

Netherland

Solution Used

Custom Integration using API's



Challaenge

- Effective management and increased cost were a few of the recurring pain points encountered by the prospects. Looking forward to overcoming them, he wanted to have all the admin management hosted over Salesforce to cut down ballooning costs.
- Visibility of some of those details to supplier & general users on the Supplier and Custom PHP portal respectively after successful registration and login.
- Poor quality of UI functionalities immensely impeded user experience, which ultimately resulted in a decrease in overall productivity.
- Complex navigation is consistently affected by the user's interest and experience. Supplier wanting to navigate to the Custom Portal found it too complex to deal with.



Solution

- APIs were being used to send data to and from Salesforce into the PHP portal and vice versa to foster sensible workflows and improve productivity.
- Limits were applied to the visibility into sensitive information based on user types. Also, logins allow a general user based on their user type to access the features on a Supplier and Custom portal.
- A custom PHP portal was built on the Laravel (PHP framework) with the use of other design technologies to upgrade the outdated workflows.
- Both the Supplier and the Custom Portals were merged to facilitate hassle-free management of data and improve efficiency.



Result

- Reported efficiency and productivity numbers rose by incorporating APIs to manage workflow, besides cutting down on costs significantly.
- Improved UI, performance improvement, and functional enhancements in Custom Portal resulted in reduced errors, time-savings, and augmented convenience.
- Real-time data being synced with Salesforce allows customers to fetch the updated data at any time.
- The extended, flexible synchronization process helped in save billed agent hours and effort, minimizing the possibilities for inconsistencies to make their way into data.