Excellis™

CASE STUDIES

& SUCCESS STORIES

HOW AN IT SOLUTION TEAM ACTUALISED AN ENVISIONMENT OF AI-GENERATED GIFT SUGGESTION APP

In the technologically growing world, artificial intelligence is going to be the future of complex decision makings. Therefore, businesses in the present day are taking the initiative to solve their customers' problems with AI-generated solutions. Check out how Excellis IT has transformed such initiative of a brand, "Zoro Gifts" in this case study.

ABOUT THE CLIENT

Zoro Gifts is a mobile application that creates a marketplace for choosing and purchasing the right gifts for the special ones. The vision of the client was to help people pick the most appropriate gift from the most convenient retailer in their locality.

ABOUT THE AGENCY

Excellis IT is one of the leading 360-degree IT solutions companies with a skilled team in digital marketing, IT solutions and back-office services. With a specialisation in IT services, our proficient team develops mobile applications which are responsive and effective business tools to bring value to your company, boost productivity, and expand your client base.

LOOKING THROUGH THE CHALLENGE

Choosing gifts for the special ones has always been a struggle for everyone. Thus, providing the targeted audience with a prompt solution brings up several challenges for our clients. We conducted a thorough study on the challenges of their customers or users before implementing their vision and making it a reality.

Challenge 1: Churning the information to find the right gift ideas

People often grow confused when it comes to picking the most appropriate gift for any occasion. Choosing something a friend or family member has already been looking for can add value to the gifting purpose. It also adds value to the ones you are presenting the gift to.

Challenge 2: Providing the users with the most convenient source to purchase the gift

Whether the lack of time or opportunity, most people struggle to find the chosen gift in their locality. On the one hand, online delivery takes more time to deliver than the desired date. On the other hand, people may not have time to buy offline.

THE SOLUTION

We partnered with Zoro Gifts to resolve the strategic issues to overcome the challenges.

SOLUTION 1:

- Maintaining a friends and family list in the app.
- Tracking their purchase, wishlist and search history for behaviour analysis.
- Suggesting the items according to that.

SOLUTION 2:

- Tying up with nearby retailers for fast and convenient purchases.
- Finding out the most relevant retailers where the suggested gift items are available.

ZORO GIFTS

TECH STACKS

Flutter

Amazon Machine Learning

mongoDB

node JS

OUTCOMES

Below are the tangible outcomes of the collaboration between Excellis IT and "Zoro Gifts," achieved through the collaboration, emphasizing the significant improvements made to the gift selection and procurement process:

ENHANCED GIFT SELECTION PROCESS:

- AI-powered app maintains friends and family lists for users.
- Tracks user purchase history, wishlists, and search history.
- Suggests gift items based on recipient preferences and interests.
- Simplifies and personalizes the gift selection process.

ZORO GIFTS

CONVENIENT GIFT PROCUREMENT:

- Formed partnerships with nearby retailers for faster and convenient purchases.
- Users can easily locate relevant local retailers for selected gift items.
- Eliminates the need for lengthy delivery times or in-person shopping hassles.

TECHNOLOGY STACK:

- Utilized Flutter for the app's user-friendly front-end.
- Employed Node.js for robust back-end development.
- Leveraged MongoDB for efficient data storage.
- Integrated AWS machine learning for AI-driven capabilities.

FUTURE PROSPECTS:

- Promises a personalized and convenient gift shopping experience.
- Potential to become a go-to solution for thoughtful gift-giving.
- Expected to bring joy to countless gift-givers and recipients.

CONCLUSION

The idea of AI-generated gift ideas to surprise your loved ones on their special day was the vision of our clients. But we were not done there! The collaboration not only solved the problem of choosing the right present but also finding them from the most convenient local retailers. The mobile application for Zoro Gifts is in the final stage of development with the spectre of great results in the future.
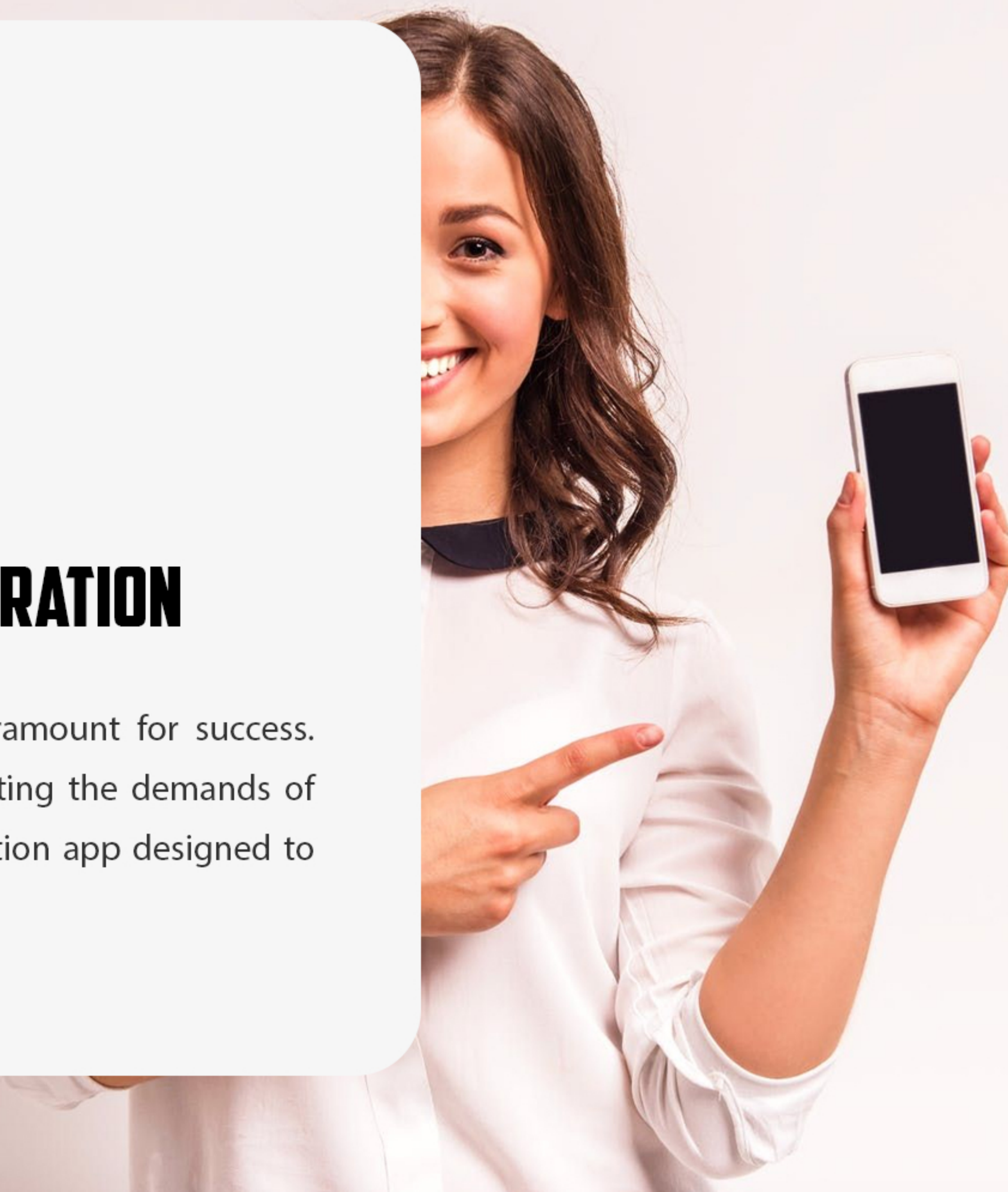
CPSCOM

CPS COM - REVOLUTIONIZING CORPORATE COMMUNICATION WITH SEAMLESS COLLABORATION

In the fast-paced world of business, effective communication is paramount for success. However, traditional communication methods often fall short in meeting the demands of modern teams. Enter CPS COM, a cutting-edge corporate communication app designed to transform the way businesses collaborate and communicate.
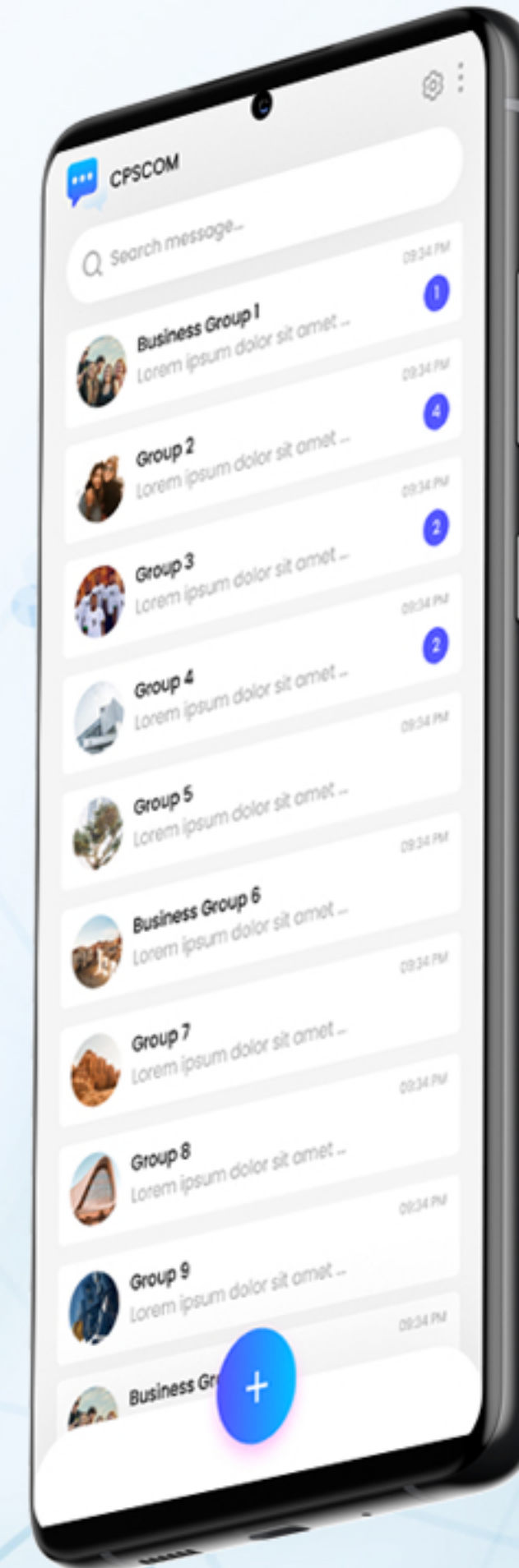
CPSCOM

THE CLIENT

CPS COM is a revolutionary corporate communication app that aims to streamline team collaboration and communication for businesses of all sizes. With an unwavering commitment to enhancing workplace productivity and fostering seamless communication, CPS COM is positioned as a game-changer in the realm of corporate communication tools.

CPSCOM

THE CHALLENGE

Businesses today face the challenge of keeping up with the ever-evolving landscape of communication tools while ensuring the security and efficiency of their internal exchanges. Traditional methods of sharing information are often time-consuming, prone to errors, and lack the security measures required for sensitive data. CPS COM identified these challenges and set out to provide a comprehensive solution.

THE SOLUTION

CPSCOM

Recognizing the need for a dedicated communication platform that empowers teams to collaborate effortlessly, CPS COM devised a comprehensive solution. The app offers a suite of features designed to cater to the diverse communication needs of modern businesses:

Seamless Communication

CPS COM offers personal and group chat functionalities, ensuring that individuals and teams can communicate efficiently, irrespective of their geographical locations.

Effortless File Sharing

Sharing files of various formats, such as documents, spreadsheets, and presentations, is made simple, enabling teams to collaborate on projects without the hassle of multiple email exchanges.

Rich Media Sharing

The app allows users to share multimedia files like images, videos, and audio recordings, enriching communication and enhancing the clarity of information exchange.

Instant Contact Sharing

With CPS COM's digital phonebook solution, users can effortlessly find and connect with colleagues and external contacts directly within the app, reducing the need to store contact information separately.

Company-wide Announcements

The latest version of CPS COM introduces features that enable the sharing of company news, announcements, and shout-outs, fostering a sense of community and engagement within the team.

THE RESULTS

CPSCOM

The introduction of CPS COM has brought about a transformative shift in how businesses communicate and collaborate. The app's user-friendly interface, robust security measures, and feature-rich offerings have resulted in:

Increased Efficiency

CPS COM's intuitive features have significantly reduced time consumption for team collaboration and data sharing, boosting overall efficiency.

Enhanced Security

With stringent security implementation, CPS COM ensures that sensitive business data is shared in a secure environment, mitigating risks associated with traditional communication methods.

Improved Collaboration

The app's group chat and file-sharing capabilities have led to improved collaboration among team members, resulting in higher-quality outputs.

After a successful app launch, CPS COM continues to evolve and incorporate more professional features. The business can look forward to a future where seamless communication and efficient collaboration are the norm, ultimately driving success and growth in today's competitive landscape.

TECH STACKS

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GROOMELY

APPOINTMENTS MADE EASY

3

GROOMELY
APPOINTMENTS MADE EASY

THE JOURNEY OF BUILDING A ONE-STOP PLATFORM TO FIND OUT THE BEST GROOMING SERVICE AROUND THE CORNER

While visiting a salon, most people struggle with the long queue, waiting for their turn to be groomed. Thus, a one-stop platform to find the requisite services and pre-book a slot can save their precious hours. Groomly partnered with Excellis IT with the exact vision in their eyes of bringing a heap of options for their users to choose their groomers from a single platform.

GROOMELY
APPOINTMENTS MADE EASY

ABOUT THE CLIENT

Groomly is a mobile market place for local barbers and salons. It enables its customers to find and book trusted professionals for their grooming needs in their locality, making it a hyper-local business.

ABOUT THE AGENCY

Excellis IT is one of the leading 360-degree IT solutions companies with a skilled team in digital marketing, IT solutions, and back-office services. With a specialization in IT services, our proficient team develops mobile applications which are responsive and practical business tools to bring value to your company, boost productivity, and expand your client base.

GROOMELY
APPOINTMENTS MADE EASY

THE IDEA

The idea was to create a platform where customers could search and explore different salons and professionals including their services and pricing. Along with that comes an appointment booking functionality and other details like ratings, reviews, photos, locations, contacts, etc.

GROOMELY
APPOINTMENTS MADE EASY

CONCURRING THE PROBLEM STATEMENT

When it comes to grooming yourself, the first problem is finding a salon that meets your grooming needs. Following that comes the problem of long waits in salons for not having a pre-approved appointment.

1. The lack of a platform to search, explore and compare the pricing of different salon services.

2. The absence of a one-stop platform to find all the local grooming professionals and book an appointment.

THE SURVEY PROCESS

We conducted a survey to get an in-depth insight into the frustration regarding the entire process of finding and visiting a barber or salon and waiting for the turn to get groomed. Along with that, we explored the real drill of spending an unexpected amount of money due to the lack of scope to compare the pricing of the nearby salons. This survey helped us to gather the required input from a diversified set of customers and decide the features to keep in the app.

THE SOLUTION

A one-stop application can help users find all the local salons and groomers in a single platform. Therefore, our team ideated the following solutions keeping the problem statement of Groomly in mind.

SOLUTION 1:

Creating an online business directory for local barbers and salons to make it convenient for the users to find them in one platform.

SOLUTION 2:

All the details, pricing, and reviews of the salons will help the users to compare the service providers to find the best one for them.

SOLUTION 3:

The appointment booking facility helps the users pre-book their required service in a certain slot which solved their problem of long waits in the salons.

GROOMELY
APPOINTMENTS MADE EASY

TECH STACKS

Flutter

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THE RESULT- CREATING A ONE-STOP GROOMING PLATFORM:

The collaborative effort between Groomly and Excellis IT has yielded significant results in realizing the vision of a one-stop grooming platform. Here's a detailed look at the outcomes:

STREAMLINED GROOMING SELECTION:

- The platform facilitates easy searching and exploration of numerous local salons and grooming professionals.

- Users have convenient access to comprehensive information like about services, pricing, ratings, reviews, photos, locations, and contact in a single location.

![GROOMELY - APPOINTMENTS MADE EASY]

TRANSPARENT PRICING COMPARISON:

- This centralized information hub simplifies the grooming selection process for users.

- Groomly's platform provides users with the valuable ability to compare the pricing of different salon services.

- This transparency empowers users to make informed decisions based on their budget and preferences.

EFFICIENT APPOINTMENT BOOKING:

- The introduction of an appointment booking feature resolves the issue of long waiting times in salons.

- Users can conveniently pre-book their desired grooming services within specific time slots, saving them from unnecessary delays.

THE SURVEY-DRIVEN APPROACH:

- A comprehensive survey helped uncover the frustrations and pain points experienced by individuals when seeking grooming services.

- Insights from the survey informed the development of key features within the app.

- This customer-centric approach ensures that the platform directly addresses user needs and concerns.

FUTURE OUTLOOK

Groomly and Excellis IT will continue to work collaboratively to refine the platform and offer even better solutions to users. This successful collaboration has transformed the grooming landscape by offering a convenient, transparent, and efficient solution for users, bringing Groomly's vision of a one-stop grooming platform to life. The ongoing commitment to improvement ensures that the platform will remain relevant and valuable to users in the future.

1ST ENERGY - ELEVATING CUSTOMER EXPERIENCE WITH STRATEGIC CALL REVIEW AND QUALITY ASSURANCE

In the fiercely competitive energy market, establishing a strong brand presence and ensuring exceptional customer service is paramount. 1st Energy, an emerging player in the Australian energy sector, recognized the significance of maintaining high service standards. Partnering with Excellis IT, a leading provider of call review and quality assurance services, 1st Energy aimed to fortify its customer-centric approach and solidify its position in the industry.

ABOUT THE CLIENT

1st Energy, established in 2014, emerged with a mission to challenge established energy retailers. The company is dedicated to helping Australians lower their energy expenses while prioritizing top-notch customer service. With operations based in Melbourne, encompassing critical functions like Operations, Credit Management, Sales, and Compliance, 1st Energy firmly plants its roots in the Australian market. Their Customer Service team, located in Brisbane, provides support via phone, email, and online webchat. Operating in New South Wales, Victoria, Queensland, Tasmania, and South Australia, they offer both Gas and Electricity services. As of 2023, they have expanded their services to include broadband plans under the name of 1st Internet.

THE CHALLENGE

In a market dominated by established players, 1st Energy aimed to stand out by providing superior customer service. The challenge was to ensure that every customer interaction, especially those over the phone, adhered to the highest quality standards.

![1st energy logo]

THE SOLUTION - EXCELLIS IT'S ROLE:

Excellis IT, a trusted name in call review and quality assurance services, collaborated closely with 1st Energy to implement tailored solutions. Here's how Excellis IT's strategic approach made a difference:

CUSTOMIZED QUALITY ASSURANCE FRAMEWORK:

Excellis IT worked closely with 1st Energy to develop a bespoke quality assurance framework, aligning it with the company's customer service objectives and values.

COMPREHENSIVE CALL REVIEW PROCESS:

Every customer interaction, especially phone calls, was subjected to a meticulous review process. This involved evaluating various parameters, including adherence to script, resolution effectiveness, and overall customer experience.

FEEDBACK LOOP IMPLEMENTATION:

Excellis IT facilitated a structured feedback loop, ensuring that valuable insights from call reviews were shared with the customer service team. This allowed for continuous improvement and skills enhancement.

PERFORMANCE METRICS TRACKING:

Key performance metrics were identified and tracked to monitor the effectiveness of customer interactions and measure the impact of quality assurance efforts.

THE RESULT

The collaboration between Excellis IT and 1st Energy led to tangible improvements:

Elevated Customer Experience:

1st Energy's customer service quality saw a noticeable enhancement, resulting in improved customer satisfaction ratings.

![1stenergy.]

Increased Operational Efficiency:

The implementation of a customized quality assurance framework streamlined processes and optimized resource allocation.

Empowered Customer Service Team:

Regular feedback and performance tracking empowered the customer service team to deliver consistently exceptional service.

FUTURE OUTLOOK:

The partnership between Excellis IT and 1st Energy continues to flourish, setting the stage for sustained growth and an even stronger customer-centric approach. With an unwavering commitment to quality service, 1st Energy is poised for continued success in the competitive energy market.

UNITELCONTACTCENTRES

UNITEL DIRECT - EMPOWERING BUSINESS GROWTH THROUGH STRATEGIC DIGITAL MARKETING SOLUTIONS

In the dynamic landscape of business services, staying ahead requires more than just connectivity; it demands a strong digital presence and effective marketing strategies. Unitel Direct Limited, a prominent UK business service provider, recognized the need for robust digital marketing to complement its services. Excellis IT, a trusted digital marketing partner, stepped in to help Unitel Direct overcome challenges and propel its growth in the digital realm.

ABOUT THE CLIENT

Unitel Direct Limited, a major player in the UK, offers a comprehensive range of services including telephone, broadband, mobile, utilities, and web solutions to businesses across the nation. However, the company faced the challenge of expanding its digital footprint and reaching a wider audience in an increasingly competitive market.

THE CHALLENGE

While Unitel Direct excelled in providing essential business services, it needed to strengthen its digital presence to effectively connect with its target audience. The challenge was to navigate the complexities of digital marketing, optimize online visibility, and drive customer engagement.
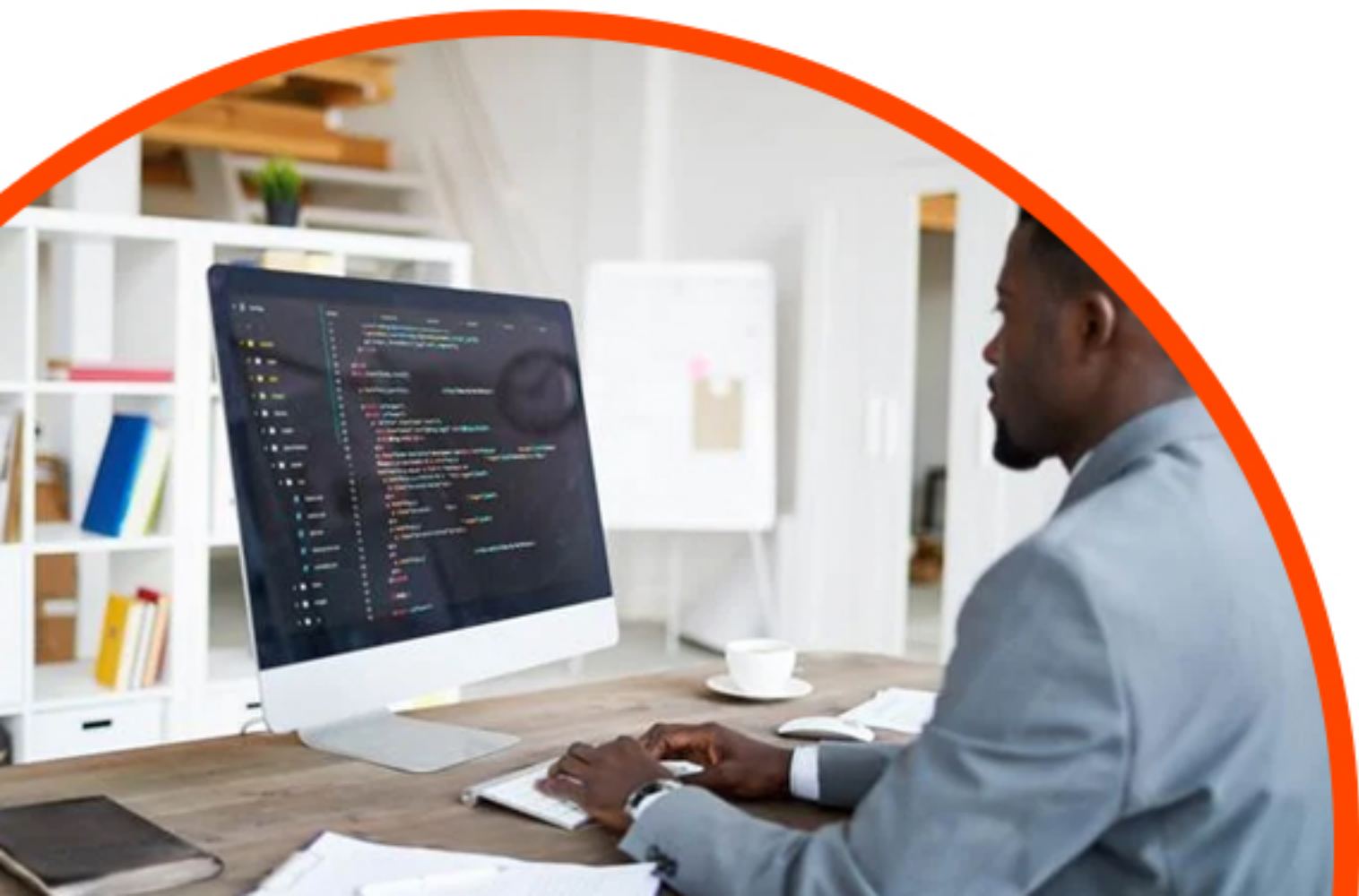
THE SOLUTION - EXCELLIS IT'S ROLE:

Excellis IT, a seasoned digital marketing agency, collaborated with Unitel Direct to provide tailored solutions that would address its digital marketing needs. Here's how Excellis IT's strategic approach helped Unitel Direct:

Comprehensive Digital Strategy:

Excellis IT conducted a thorough analysis of Unitel Direct's goals, target audience, and existing digital assets. A comprehensive digital strategy was formulated, aligning Unitel Direct's business objectives with the online marketing approach.

Enhanced Online Presence:

Excellis IT optimized Unitel Direct's website, making it user-friendly and search engine optimized. This increased the website's visibility in search results and improved user experience.

Content Strategy and Creation:

Excellis IT developed a content strategy that included relevant and engaging content creation. This content not only showcased Unitel Direct's services but also provided valuable insights to its audience, establishing the company as an authority in its field.

Social Media Engagement:

Excellis IT leveraged social media platforms to engage with Unitel Direct's audience. Regular posts, updates, and interactions increased brand awareness and fostered a sense of community.

Targeted Advertising Campaigns:

Excellis IT designed and executed targeted online advertising campaigns, reaching the right audience with tailored messages that highlighted Unitel Direct's unique offerings.

THE RESULT

Excellis IT's collaboration with Unitel Direct yielded remarkable outcomes:

Increased Online Visibility:

Through strategic SEO and content optimization, Unitel Direct's online visibility improved, resulting in higher organic traffic and search rankings.

Strengthened Brand Authority:

Excellis IT's content strategy positioned Unitel Direct as an industry thought leader, enhancing its credibility and authority.

Enhanced Engagement:

Social media engagement and interactive content led to increased audience interaction and a growing online community.

Effective Advertising:

Targeted advertising campaigns resulted in improved click-through rates, driving quality traffic to Unitel Direct's website.

UNITELCONTACTCENTRES
UK BASED CALL OUTSOURCING CENTRES

FUTURE OUTLOOK:

Excellis IT's ongoing partnership with Unitel Direct continues to pave the way for sustained digital growth. With an elevated online presence, strengthened brand authority, and effective engagement strategies, Unitel Direct is primed for continued success in the competitive digital landscape.

Genesis data

EXCELLIS IT PROVIDED QUALITY LEADS TO A UK-BASED BPO COMPANY FOR AN IMPACTFUL PROSPECT ATTRACTION AND CONVERSION

Nurturing and converting potent customers is an arduous path without quality lead generation. The process of attracting prospects that can be converted into potential customers can thrash with the harsh reality of market competition. Therefore, no matter how many people a business reaches, it must obtain leads that help the business meet the end goal of conversion. Check out how Excellis IT partnered with Genesis Data to generate effective and quality leads for them.

THE CLIENT

Genesis Data is a leading company that enables businesses to add value for their customer with operative insights generated through the futuristic utilization of data science and analytics tools. Their goal is to help their clients develop as a data-driven organization to acquire and retain the best customer base and improve their customer experience in diversified business verticals.

THE AGENCY

To focus on business growth, Genesis Data engaged Excellis IT to handle their lead generation. Excellis IT is a leading company pioneering 360-degree IT solutions with a specialization in BPO services and digital marketing. Our goal with Genesis Data was to impart effective leads to inflate their business process outsourcing.

Genesisdata

THE BUSINESS CHALLENGES

The client was required to partner with whom they could rely on professional guidance with lead generation objectives. The challenges with generating potent leads for the clients were as follows:

⬢ In the present highly competitive market, it was difficult for our client to get access to effective and potent leads.

⬢ There was a lack of expertise to identify the target audience in the landscape of business process outsourcing.

⬢ Building a dedicated professional team of individual specialists was difficult as there was an absence of a consistent flow of quality leads.

Genesis data

SOLUTIONS FOR QUALITY LEAD

Addressing the business challenges faced by Genesis Data, Excellis IT developed a strategic plan that included the following solutions:

Tailored Strategy Development:

- ◆ Excellis IT's team conducted a thorough analysis of the client's objectives and business challenges.
- ◆ A customized plan was created, aligning with the specific needs of Genesis Data.

Full-scale Project Development:

- ◆ To enhance lead generation, a comprehensive project development strategy was implemented.
- ◆ This approach aimed to streamline processes and maximize lead acquisition.

Customer Communication Media Strategies:

- ◆ The team implemented various customer communication media strategies.
- ◆ These strategies were designed to effectively reach and engage the target audience.

Genesis data

RESULTS ACHIEVED THROUGH COLLABORATIVE EFFORTS

The collaborative efforts of Excellis IT and Genesis Data produced significant results, overcoming challenges and driving success:

Outperforming Market Competition:

● Excellis IT's lead generation campaigns proved to be impactful, allowing Genesis Data to outshine competitors in the market.

Sustained Success:

● Ongoing lead generation efforts continue to yield positive results. Genesis Data's satisfaction with the partnership reflects the effectiveness of the collaborative approach.

Addressing Target Audience Challenges:

● The strategies implemented by Excellis IT successfully identified and engaged with the target audience in the competitive landscape of business process outsourcing.

Consistent Flow of Quality Leads:

● Excellis IT's tailored solutions ensured a consistent flow of high-quality leads. This addressed the client's challenge of building a dedicated professional team and allowed for efficient business growth.

Genesis data

FUTURE OUTLOOK

The partnership between Genesis Data and Excellis IT exemplifies how strategic planning and collaborative efforts can overcome lead generation challenges and deliver sustained success in a highly competitive market. The collaboration between Genesis Data and Excellis IT sets a promising trajectory for the future. With the successful implementation of lead generation strategies and the ongoing positive results, both parties are poised for continued growth and success.

Excellis

Excellis IT stands as a beacon of excellence in client-centric solutions, as demonstrated by these 6 compelling case studies spanning diverse industries. The unwavering commitment to understanding each client's unique challenges and tailoring bespoke IT strategies has proven instrumental. From streamlining operations in eCommerce to enhancing customer engagement in retail, Excellis IT has showcased unparalleled versatility. heir solutions have not only addressed immediate concerns but also fostered sustainable growth, yielding tangible results. Through seamless integration of technology and unwavering support, Excellis IT has proven to be a transformative force, leaving an indelible mark on businesses across industries. Their exceptional services continue to be a catalyst for progress and prosperity.

Excellis™

Thank You

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