

## Delivered Efficiency

- Client reported 6 times increase in business within 2 year of engagement with Perennial
- Apparent increase in conversion rate on the website through better and optimized information navigation and intuitive UI
- Continuous integration model allowed client to quickly release improved version of the product as soon as a demand in market is observed, thus staying ahead of the competition
- With IT been offshored to Perennial, client is now in better position to focus on their core business strategies
- Provided the client with increased flexibility to scale up and down the offshore resources with Perennial to match their business budget and work load

### Perennial helps Insurance lead generation company scale up business, increase market position

The client, an online insurance lead affiliate marketer for insurance companies needed to scale up its business idea quickly. Although the client was aware of the benefits of an offshore IT partnership, skepticism prevailed in the client's company board members regarding the success of the engagement model with the offshore team also about the maintenance of the quality standards and the issues that could prevail due to communication discrepancy between the business team that generates requirements at the client headquarters and the IT team that delivers those requirements from an offshore location.

Perennial Systems was chosen because of our demonstrated flexibility, strong onsite and offshore operating model, ability to assign experienced staff to the project, proven transition plan, and solid references. We engaged with client to build an application that

- Increases the efficiency of processing and handling leads
- Cuts down the time to market for new changes/ideas to be implemented in the business model
- Is easy to use with intuitive interface and with optimized information navigation for faster task completion to increase user stickiness and conversion rate

## Challenges

### DESIGNING THE RULE ENGINE

Perennial partnered with the client to develop the back end rule engine that automates the entire insurance lead life cycle from lead generation to lead bid to final sale. The challenge was to understand their business requirements and design an architecture that optimizes the performance of their business and lowers their administration cost.

### CAPACITY ISSUES

Website performance was constrained due to capacity issues, developed as a result of complex architecture that took a toll on the servers. This impacted the site's performance during peak periods resulting in user dissatisfaction and hence loss of business opportunity to competition. The application had to be re-designed in a manner that it could make optimal use of resources and handle more requests as client's business gains size.

### FEATUTRES ENHANCEMENT

The client's lead-generation and lead processing solutions needed enhancement in certain features, which could greatly improve its performance against competition. We worked with the client to develop these features right from the ideation phase to the actual release in various versions.

### TIGHT SCHEDULES

In the competitive business landscape of the client's business, their was continuous demand for new features to be delivered under tight deadlines. It required a development process that could allow space for quick continuous iterations.

### USER ENGAGEMENT

In such a competitive business landscape as that of the client, requirement was to build a system that is engaging and easy to navigate, leading to increase in conversion rate and user stickiness.

*“They have successfully taken care of all our required IT services, allowing us to focus on our core business. Their agile processes helped us scale quickly, reducing costs and time to market.”*

*Project Manager, Trouve Media Inc.*

## Client Side Technologies

- Java script
- Ajax
- HTML
- CSS

## Server Side Technologies

- Core Java
- Struts 2.0

## Solution

Perennial delivered a reengineered system that automated the whole process throughout the lead life cycle- inception, processing, sale and payout. The new system is scalable and incrementally deployable. Following were the key strategies of our success —

### EXPERT ENGAGEMENT

Our strong onshore presence meant that expert from Perennial could act as an interface between the client and the development team, working closely with the client at/near his location, understanding the client requirements and communicating with the team. Such model ensured smooth transition of system requirements to its design and development.

### AGILE METHODOLOGY

Our agile development methodology and delivery model helped facilitate faster development for quicker time to market and cost effective delivery. The application was delivered well ahead of time allowing space to get market feedback and allowed the client to add more features catering to the demand of the market.

### ADHERANCE TO PROCESS

Our strict compliance to ISO standards ensured that we adhered to standard design, document and testing practices. This helped in eliminating redundancy in work, maintenance of well documented project records for future reference and customizable and maintainable project code to meet any future requirements.

### CONTINUOUS INTEGRATION ENVIORNMENT

Using a Continuous Integration Environment practice we ensured that unit tests and the project build have been done all along the application development process. Such practice reduced integration problems and allowed the team to rapidly develop a more cohesive solution.

## ABOUT PERENNIAL SYSTEMS

Perennial Systems is a business and technology services company delivering IT solutions, consulting, systems integration and outsourced development services. We create value by successfully integrating people, business and technology to create effective, sustainable and scalable business ecosystems.

## Features of our Solution

- Unanimous look and feel of the system throughout application on redirection from different sources
- Automatic lead tracking from various lead sources
- Prioritizing of leads according to the set rules
- Entirely customizable lead routing rules
- Detection of duplicate leads
- Real time reporting of where the lead is routed
- Tracking and storing of lead conversions
- Automatic re-routing of the uncovered leads to other insurance service providers according to the set rules
- Full conversation history for every lead
- Reporting for the successful /unsuccessful routed leads
- Reposting utility to manage leads during server downtime or system crash
- Ensured responsive "on-call" support (365x24x7)