Tech transformation for building a modern

# EX Platform

that helped in maximizing business value



Leader in customer survey and enterprise feedback management

Platform helps in driving high-value business decisions and relationships with both customers and employees

#### Business Needs

Revamp the legacy platform completely to a cutting-edge SAAS platform

Extend seamless experience through multiple devices

Upgrade configuration and platform administration modules

Provide accurate feedback interpretations, business trends, and actionable information through analytics and visualization module

action time through effective action management tool

Reduce feedback to

## Solutions(

Powered by



#### Architected and developed the platform using latest

**Tools & Technology** 

technology to ensure high security, accessibility, and scalability with:

- Unified experience across all the devices
- Rendering charts for large amount of data across multiple projects
- TTM quick feature roll out lean development approaches
- Easy usability in terms of channels and languages
- Supports the entire CX business from data capture to analytics to response to feedback

### **People & Processes**

Implemented appropriate engineering practices thereby developing an efficient product:

- Designed and developed the architecture, technical and functional solution, and use cases
- Architected, developed, and integrated functional and non-functional tests in CI pipeline for Continuous Testing

Implemented mature product management practices and

**ALM Practices implementation** 



Business

500+ clients and 95 countries

The platform

engages

The platform supports

**Enabled** high-value real-time

more than 2Musers

analytics use cases over high-velocity stream data scalability, stability, and recoverability

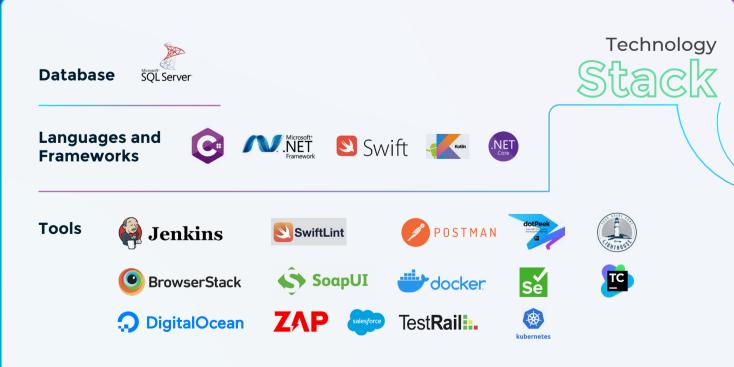
in operational costs

With the platform, a partner

20% reduction

High on performance,

company saw a 65% reduction in its survey and analysis costs and has increased its number of touchpoints surveyed by 220%



### **Cybage Hi-Tech**





























Security

**Enterprise** Workflow

**Software** Tools & **Solutions & Platforms Rules Engine** 



**Platforms** 



Management

**Systems** 

Let's build next-gen CX platforms to maximize business impact



