

CriticalRiver Offers Development, Testing & Marketing Managed Services to a Large Hi-Tech Enterprise

The Customer | The customer is a Hi-tech Cyber Security company with offices in North America, Europe and Asia. The company specializes in building and delivering anti-virus solutions.

Business Challenge

- Development of new applications consistent with existing applications
- Quality assurance and testing to fix bugs, improve sluggish user experience
- Automate marketing campaigns to save time, costs, and improve efficiency

Solution Delivered

- BA team regularly have meetings with Stakeholders to gather requirements and create stories on JIRA with technical details and approach.
- Admins provide live support to Sales Representatives and other customer facing staff members and performs data upload activities and monitors the system behavior closely and provides hot fixes if needed.
- Dev team implements Integration, customizes CPQ and other features and scrutinizes the performance of the org and optimizes the existing processes and develops the new features with best practices.
- Deployed development, testing and marketing consultants to meet all requirements
- Leverage JIRA to build test cases using TestRail-Test Management Tool in Agile – Scrum Methodology
- QA team analyze the requirements and build test cases and raise bugs across all applications to deliver bug free solutions.
- Handles complete E2E testing which includes Functional testing, GUI testing, Regression testing, Sanity testing and do happy testing during Production deployments.
- Apps development team fixes bugs and deploys to ensure business continuity
- Marketing team conducts A/B testing, executes email marketing campaigns using Salesforce marketing cloud platform
- Notification box, Online Forms, and Electronic signature reduced email back and forth.
- Automated post application process in Community Cloud
- Generating analytics reports to help customer make informed decisions

Impact Created

- 55% improvements in efficiency and productivity levels
- 43% reduction in resources optimization and IT operations
- Optimum applications uptime empowered faster time-to-market
- More focus on core business objectives resulting in more demand generation
- Enabled employees to improve, enhance customer experience

Solution Component

Salesforce Marketing Cloud