

Vibrant Publishers, Denver, CO

“Rhoynar provided a complete and thorough make over of our existing development and third-party integration platform. Thanks to Rhoynar, we are saving hundreds of process management hours per month using automation processes”

- Deep Udeshi, CEO, Vibrant Publishers, Denver, CO

Business Challenges:

Vibrant Publishers is a leading publishing house for high quality books on GRE, GMAT, SAT, TOEFL examination preparations.

When Vibrant approached Rhoynar, they had challenges in multiple areas of web development, QA and third-party integration. They also wanted to integrate salesforce, implement A/B testing and track user behavior, demand prediction and promotional content management. They were using manual testing to validate some of the basic scenarios and did not have any automation or continuous integration frameworks to support delivery. Their release cycle used to take up to 4 days of QA testing and their manual testing was not foolproof to keep up with the continuously changing website and third-party integrations.

Results:

Rhoynar engaged in a 3 month project with Vibrant to modernize Vibrant’s test infrastructure, implement integrated sales and marketing channels, implement A/B Testing and track customer behavior.

As a result, Vibrant’s sales have increased 180% from 2016. They have implemented an end-to-end customer sales funnel with email automation and Salesforce CRM integration.

Key to Vibrant’s success was to use the best practices in email automation, marketing automation, creating sales funnels and implementing a content delivery platform for improving customer engagement.

Project Details:

Following are the details of the challenges that Vibrant faced and the solutions that Rhoynar provided to address those challenges.



- **Website Maintenance:** Some Books and eBooks were no longer being published, but were still part of the website. Other quality issues with the website included: broken links, issues with promotional pricing not taking effect, issues with coupon management etc.
- **Salesforce integration issues:** Vibrant uses Salesforce for customer and authors management and was facing issues with integration of its customer and author database with Salesforce. Vibrant wanted to seamlessly integrate its website user-registration front end with Salesforce.
- **Tracking user behavior:** There was no system in place for tracking user's habits and suggesting new purchases to make.

They needed a solution for tapping repeat customers by suggesting what they could buy next.

- **Demand prediction:** Vibrant was also facing issues with demand prediction about which books were more popular, which books have high surge demand etc. Books were printed on-demand after the order was placed. This resulted in delayed delivery and lowered customer satisfaction which Vibrant wanted to fix.
- **Promotional content management:** Vibrant wanted to automate promotional content management - that allowed issuing coupons and sales for different books and eBook offerings.
- **Customer Service Management:** Vibrant wanted to implement a ticketing system to manage customer service requests.
- **Manual testing:** Vibrant was using manual testing to verify promotions, coupons, customer service ticketing and this was taking much time out of development cycle.

Before:

- Software Release Cycle incl. QA: 1 week
- Test Cases: ~150
- Compatibility: Major Browsers
- Licensing Fees: None
- Automation/CI: None.

After:

- Software Release Cycle: Nightly (3hrs)
- Test Cases: ~1000
- Compatibility: All Browsers
- Licensing Fees: None
- Automation/CI: Jenkins, Salesforce Integration

Technologies Used:



Our Guarantee:

At Rhoynar, we believe in providing honest and exemplary customer service to our clients. We understand that the client may have hesitations in employing any consulting company for any internal project. *Will the solution meet all our needs? Do they really have the expertise and experience in delivering this solution? What if it is not extensible and requires constant upkeep? Will adequate training be provided to our staff after the project is over? What if the technologies they use become obsolete? Will they consultant have enough expertise in the said domains?*

We are confident that you would be absolutely delighted by our experienced team: they will use the latest technologies and come up with a robust and extendible solution in record time. They will perform a graceful handover of the project with ample continuous training sessions, documents and specifications and training videos. Our team will respond immediately if there are any questions, issues or bugs found during and after the project.

Call us now for a free discussion on how we can assist you with your automation needs.

Contact Us:

Ph: (855) 574-6962
Cell: (303) 408-9848

www.rhoynar.com
contact@rhoynar.com

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