

# Case Study - Real Time Data Transmission

## BUSINESS CHALLENGES

- Client is one of the leading e-commerce business in the weight loss industry
- They wanted to have a mechanism where the real time data from their e-commerce system is available to their CRM portal for better customer support
- This solution enables the call center professionals to support the customers ordering via e-commerce system
- To understand their legacy CRM system



## BUSINESS SOLUTION

Aware of the challenges regarding real time data transmission, Princeton IT services team performed this in following three ways:

### Assessment

- Princeton IT Engineers collaborated with client's key stakeholders to understand critical functionality requirement along with any third-party integrations
- Understood the existing functionalities and the pain points around those
- Provided assessment report to the client

### Design and Planning

- Created various use cases to ensure no case fails
- Created proper Test Cases covering the entire test coverage and Plan and shared this with the client
- Explained client, the way forward approach/solution and provided the client with their execution plan

### Migration

- With the use of golden gate replication software, we allowed the real time data to be available in their CRM system
- As soon as the customer adds items to the cart, these were seen in their CRM system
- The call center/customer care can now view the data that is added to the cart by the customer on the consumer portal which provides a complete view of the customer

## RESULTS / BENEFITS

- This enables the call center team to support the customer ordering via e commerce system
- Seamless Communication and no confusion
- Increase in the Business continuity with customer
- Time saver as this increased productivity thereby resulting in increased sale