

# CASE STUDY

## **MAINTENANCE AND SUPPORT OF A SOCIAL COMMERCE CONVERSATIONS REVIEW PLATFORM**

### **Client Overview**

The client is a Software-as-a-Service (SaaS) company that turns social media into social commerce for the world's best global brands by enabling authentic customer-powered marketing. The company has been providing services with its primary product for more than 7 years, enabling customers to share their feedback and conversations on internet shop sites, directly in the path to purchase.

Insights gained from the platform helped the client's customers better understand how consumers buy, what they value most, and how their brand can fulfill their needs. Now the platform brings over \$150 million in annual revenue, more 1200+ customers have integrated the product on their sites, and 400 million users utilize the product, which receives 10 billion hits per week.

### **Business Challenge**

Due to the increased business demands, changes in the business models, and time to market of critical needs, in 2012 the client was in the process of transitioning to a brand-new platform. To have the fastest possible time to market the client found it significantly challenging to simultaneously support the daily operations of their current business while driving new innovation.

They looked for a partner to help them meet these challenges and opportunities across their project and testing life cycles, development life cycles, and infrastructure maintenance areas.

## SoftServe Approach

SoftServe offered the client an integrated solution to transform and enhance their new platform in its maintenance lifetime. Being an integral part of the client's R&D organization and having in place 70% of the team required for the project, SoftServe was able to shorten the transition period from the expected six months down to three. SoftServe had the experience to provide the full range of services required to run the successful platform maintenance as well as the proposed solution, which would minimize transition costs, downtime or risk associated with the provision of the maintenance services.

SoftServe also extended service to substitute the client's engineering team, overtaking maintenance of the existing platform while internal client teams led the new platform.

## Project Description

Not long after starting the project, SoftServe started a transition phase and overtook responsibility for minor and major releases, continuous platform monitoring, and measurement, as well as collaboration with thirdparty service providers and vendors. The next step established an on-site presence team in the client's office with a proportion of 30%-on-site and 70%-off-site, helping to achieve the 24/7/365 on-call support, a seemingly impossible task before our team accomplished it.

## Value Delivered

SoftServe's main goal was to provide maintenance of the existing platform as well as technical assistance to the client's customers. This allowed the client to fully focus on developing their new platform. SoftServe's deep understanding of our partner's business and outstanding technical, managerial, and coordinating skills helped our team to go beyond supporting and maintaining the platform, even taking into consideration the increased load of production traffic. SoftServe's effectiveness and 24/7 support helped the client to improve their service level agreement (SLA) from 30% to 100%. The business value delivered includes:

- Full support and maintenance of their day-to-day operations with 95% of the support team's resources provided by SoftServe.
- Enabling business growth by increasing the production traffic capacity.
- The significant lowering of expenses and resources as a result of reducing the number of the US team members by 58%.
- Drastic increase in customer satisfaction, increasing the tickets closed in SLA due dates for Level 3 Client Support from 32% in Q3Y2012 to 100% in Q1Y2014.

## **ABOUT US**

SoftServe is a global digital authority and consulting company, operating at the cutting edge of technology. We reveal, transform, accelerate, and optimise the way large enterprises and software companies do business. With expertise across healthcare, retail, financial services, software, and more, we implement end-to-end solutions to deliver the innovation, quality, and speed that our clients' users expect.

SoftServe delivers open innovation – from generating compelling new ideas, to developing and implementing transformational products and services. Our work and client experience is built on a foundation of empathetic, human-focused experience design that ensures continuity from concept to release.

Ultimately, we empower businesses to re-identify their differentiation, accelerate market position, and vigorously compete in today's digital, global economy.

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