proKarma

Industry: Marketing
ProKarma Service Domain: Microsoft Solutions

About the Client

A leading U.S. provider of sales and marketing products providing sales leads and related information, the client distributes to both individual consumers and businesses. The company has offices nationwide, with additional offices in the U.K. and Canada.

Microsoft Pricing Solution Improves Sales and Customer Service

BUSINESS CHALLENGE

To continue to improve customer service and increase efficiency of order and distribution systems, businesses need to make use of technologies that can streamline and integrate their sales processes. ProKarma was approached by the client to develop an automated system that could calculate pricing of sales lead lists sold to prospective customers. Additionally, the system would need to have a method for approving and implementing discounts in pricing.

THE PROKARMA TOTAL SOLUTION

Using a Microsoft framework, ProKarma delivered an easy-to-use distributed processing system that integrated with the client's existing applications.

APPROACH

The new pricing solution was built as a distributed processing system with components that communicated with each other over a messaging framework. The pricing module interacted with the invoicing, shipping, and tax modules to provide an accurate cost to the customer. It also allowed discounts on the pricing with managerial approval. This system was interfaced to the order entry application that was used by the client.

TECHNOLOGY

The solution was developed on the Microsoft .NET stack.

EXPERTISE

ProKarma is a Gold Certified Microsoft Partner with many years of experience providing proven and effective enterprise solutions in Microsoft technologies.

IMPLEMENTATION AND BENEFITS

The new pricing solution provided an easy-to-use online interface that connected to multiple back-end systems, simplifying use of the client's business applications. The system promoted more effective communication between dealers and the company, and eliminated paper-based methods of storing, retrieving, and sharing information. Automation of the pricing process provided the client with accurate revenue stream data for marketing sales leads. Implementation of the pricing system sped up transaction times for ordering and shipping, improving customer service and customer satisfaction.

ABOUT PROKARMA: ProKarma delivers integrated technology and business process outsourcing solutions for over 150 global leaders in a wide range of industries and markets. ProKarma is co-headquartered in Portland, Oregon and Omaha, Nebraska, with sales and delivery centers in the United States, India, Argentina and Peru. ProKarma was selected as a Global Services 100 Provider for 2012 and ranked as the fastest growing IT services company in America by Inc. 500.