eLuminous
TECHNOLOGIES PVT LTD

CASE STUDY

Partnering Front End Development with European Digital Marketing Agency

ABOUT CLIENT:

The client is a European Digital Marketing Agency with 8—10 resources in web designing. Agency was getting inherent response from the market & had many prosperous accounts. They wanted to ensure that the projects were delivered within budget and desired business value to their clients. For achieving this, they were willing to get a reliable support system.

CHALLENGES

- With a limited number of resourceshaving expertise in designing, the client was struggling to manage the change requests & support tasks. The Graphic Designers had to shell out significant time for front-end development which used to distract their focus.

- This had also affected their ability to cater to new leads and limited sales growth. Adding a couple of front—end developers to the team was a costly choice & required more office space.

What Our Client Says

The team has a positive attitude and they truly align with our business.

OUR **SOLUTION**

- We selected a pilot project after setting up criterion & deliberate discussion.

- We delivered the pilot project and documented client's detailed feedback.

- We used this opportunity to revise our Checklist, updated Test cases and tailored the process to perfectly match the organisational needs.

- This step was instrumental in establishing methods and ensuring RFT i.e. Right the First Time delivery.

BUSINESS **IMPACT**

- The client improved organisational capabilities by team augmentation, faster delivery and could channelise the synergy for the new leads. While doing so, additional fixed cost or liability or infrastructure cost was kept at the bay.

- A 6 month study post the team operation fully started revealed around 45% reduction in the cost of development out of the work outsourced. In Cumulative, they could gauge 20% faster deliveries, enhancing the topline significantly.