

A leading Mobile App Provider for I-Phone/I-Pad

Client Profile:

- ➔ The client creates mobile applications, catering to medical fraternity and book publishing companies and authors.
- ➔ The company also works closely with publishing houses and authors to conceptualize and adapt ideas from books to the video screen.

Campaign Objective-

- To be a crucial part of their business continuity plan by providing a back up facility to store their mobile apps data and coding details, which gets developed by their in house developers,
- To provide dedicated staff to coordinate with their off site developers about the new version update on each and every mobile app.
- To ensure that we keep a track of each new version on a spreadsheet and keep the manager apprised of the same in a weekly manner.

Target Market- Catering to businesses and individuals all over the North American continent.

Product- The Company provides mobile apps focused on the following areas:

- Medical Associations & Specific Ailment focused Apps
- Authors & Publishing Houses (including author's agents, representatives etc.)
- Miscellaneous Apps (for people other than the above two categories)



Project scale- The project started off with 1 part time staffer provided by GAIA and has scaled up to 1 full time staffers, who handle all of their back office operations on weekdays and 2 different staffers taking care of things over the weekend.

Challenges-

- To adapt to the work prototype provided by the client, based on how they used to handle work in their office.
- Also, to learn the client's CRM and different systems they use to track things and build a backup system at our facility, acting as a premium part of their business continuity planning.
- Coordinating with the vendors and developers independently, to clarify their specific requirements and details of different mobile apps.

Outcome-

- We started off with a couple of training calls through screen sharing, to understand the client's system and made instructions manuals for the staffers to follow different guidelines.
- We created backup/cross trained staff for easy scalability during the weekend work and this also helped in taking care of volume spikes in specific tasks.
- The SLA for uploading the information and registering the same was cut down from 5 days to a single day.
- We suggested a weekly/fortnightly call between the manager and the staffers from our end so new details can be shared and challenges can be discussed to reach a conclusion.