

CriticalRiver Offers User Interface Design, Development, Executes Web Marketing and Generated Analytics Data for a Large Manufacturing Enterprise



The Customer

Customer is the leader in advanced embedded solutions for the world's most innovative automotive, industrial, smart home appliances, consumer electronics and medical products

Business Challenge

- Migration of the web portal from Drupal 7 to Drupal 8
- Building user interfaces and experience design and development
- Implementing and executing web marketing

Solution Delivered

- Deployed developer, designers and digital marketing specialists to help the customer
- Envisaging, creating rich user experience (UI) and User Experience (UX) for Drupal based CMS portal
- QA & Testing teams analyze and consolidate bugs and report
- Conversion of design elements in responsive HTML designs
- Analyzing and executing competitor analysis using SEMRUSH and generate reports
- Publishing company-related documents and deploying on portal through back-end dashboard
- Generating analytics reports to help customer make informed decisions
- Periodic review meetings with all stake holders

Impact Created

- 55% improvements in efficiency and productivity levels
- 43% reduction in resources optimization and IT operations
- Optimum applications uptime empowered faster time-to-market
- More focus on core business objectives resulting in more demand generation
- Enabled employees to improve, enhance customer experience

Solution Component

Drupal 8, SEMRUSH, HotJar