

CUSTOMER INFORMATION SYSTEM

A major agriculture client wanted an application to manage customer data; query and download targeted customer lists, and provide a personalized portal for its dealers.

Business Problem

Our client wanted a tool that could empower dealers to manage customer information effectively, thereby enabling them to receive consolidated and accurate customer information.

CGN Solution

CGN developed an application integrating customer data from other applications in the organization. The application holds customer profile, market share, dealer categorization, and competitive dealer information and is displayed in graphical and text representations.

Customer Benefit

Allowed the client to collect and view customer information from one application as well as target marketing efforts to specific customer groups.

SCOPE

Manage customer data; query and download targeted customer lists; receive personalized messages

TECHNOLOGY

JSP/JAF, Javascript/HTML, XML, SiteMinder, Internationalization, SourceSafe



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