



Success Story

Elevating Net Promoter Score with Customer-Focused Accounting Product Enhancement

How the third largest ERP software supplier converted more trials into paying customers

The client is UK's second largest technology company and the world's third-largest supplier of enterprise resource planning (ERP) software and specializes in cloud business management solutions supporting millions of small and medium size businesses globally.

Challenges

The client's existing accounting product needed several improvements which could address customer churn, convert trials into paying customers and ultimately increase the Net Promoter Score (NPS).

Bugs in Artefacts, PDF & CSV reports impacted efficiency

Improvements in various functionalities such as Stock Adjustment and Price Prompt

Reports and application UI didn't have multi-region translation

Delivered

With the help of its strong technical knowledge and QA expertise, Xoriant enhanced the client's existing modules and functionalities, and developed and tested features in collaboration with client teams as a part of the product enhancement initiative.

Developed

Features to support the client's cloud accounting software based on customer feedback

Reduced

Testing and development time by working with client's application teams

Improved

User interface for reports preview and application UI

Deployed

Multi-region translation for reports and application UI

Delivered

Various functionalities and features for the product enhancement initiative

Business Value



Enhanced

Customer experience by adding new features and fixing bugs



Slashed

Customer churn rate by addressing customer feedback and improving overall usage experience



Improved

The NPS for accounting software resulting in stronger customer conversion and retention

Technology Stack

Ruby on Rails, JavaScript, HTML5, CSS3, C#, MySQL, AWS, Carbon UI framework, ReactJS

Xoriant provides advanced technology solutions and software development services for global banks, software product companies and F500 market leaders. Based in the U.S. with 17 global offices and 5000+ engineering professionals, Xoriant demonstrates exceptional experience in banking and finance infrastructure modernization and cloud migration. We deliver expert digital engineering, as well as offsite and offshore services, across high tech, healthcare, pharma, industrial manufacturing, telecom, and automotive sectors. Customers credit technological innovation and delivery excellence for our shared success over three decades.

