XORIANT

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