



CLIENT:

Primetime Communications

CHALLENGE

Primetime Communications, a one-stop provider of card-based loyalty solutions, designed, manufactured and powered gift card solutions for large regional coffee chains, restaurants and auto dealerships. The company maintained a database of over 80k active customers and 4+ million transactions.

The company had built a proprietary backend system but lacked the front-end interfaces for its customers and its own internal use.

Internal resources manually engaged in activities like balance checks, card reordering and transaction lookups. Information delivery was needlessly delayed and prone to error and there was a lack of internal and external collaboration.

SOLUTION

Digital Wavefront created an Intranet for employees to collaborate on projects, share documents and track milestones and tasks with automated notifications. Online processes mirrored the company's unique workflows and milestones. The Intranet resulted in the automation of time-consuming and inefficient manual processes that required AEs, CSRs and development staff to support.

The creation of the Extranet featuring a Customer Portal enabled card holders to check their card balance, reload their cards, view and download transactions history, etc.

The combined efforts enabled:

1. CSRs to focus on supporting transaction issues
2. AEs to focus on new business and existing customers

RESULTS

Intranet & Extranet

The Company Intranet & Extranet were created enabling employees and external stakeholders to collaborate on projects, share documents, check project status. End Users were able to check balances, reload cards & view payment history via a secure online interface.

\$100k in Savings Per Year!

Several internal processes and tasks like invoice creation & delivery, balance lookups and card reloads were completely automated saving the company over \$100k per year!

Card Reloads Increased 30%

The self-serve Customer Portal resulted in a 30% increase in the number of card reloads making a healthy contribution to the Company's bottomline.

PERFORMANCE-FOCUSED TECHNOLOGY SOLUTIONS FOR DIGITAL MARKETING INITIATIVES