![Clarion Technologies]

HOW A VIRTUAL DEVELOPMENT CENTER HELPED THE WORLD'S LARGEST BEAUTY-SERVICES BRAND GROW ITS CUSTOMER BASE
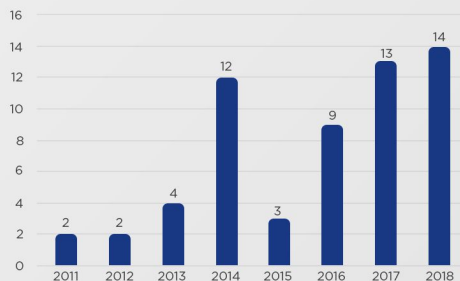
Background

Our client is the world's largest beauty-services center brand with 800+ franchises across the United States. In 2011, they were named #1 of the Top 10 franchises and #82 on the list of fastest-growing companies by INC magazine in their annual INC 500 survey.

As the client grew, they required robust internal and external systems to regulate operations across centers & provide a seamless user experience to customers. For this they needed a technology partner, who could develop such solutions but bitter experience with their previous outsourcing partner due to lack of quality, control and timely delivery made them slightly skeptical.

The Solution - Virtual Development Center (VDC)

VDC quickly managed to shed off the client's pessimism and propel their growth, by empowering the client to set up their own technology team that provides unmatched flexibility and control at no additional costs.
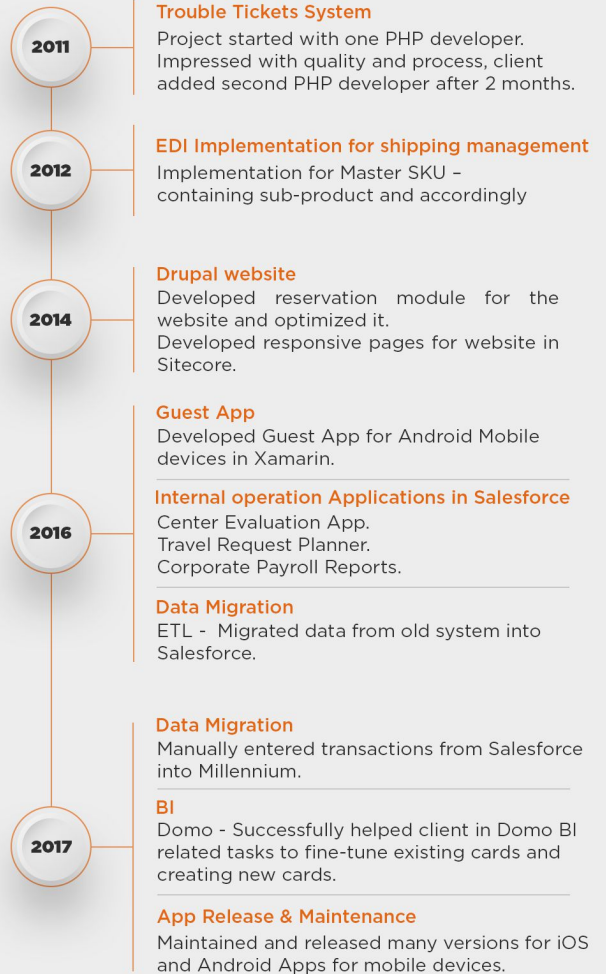
MAJOR MILESTONES OF THE JOURNEY SO FAR

2011
Trouble Tickets System
Project started with one PHP developer. Impressed with quality and process, client added second PHP developer after 2 months.

2012
EDI Implementation for shipping management
Implementation for Master SKU – containing sub-product and accordingly

2014
Drupal website
Developed reservation module for the website and optimized it.
Developed responsive pages for website in Sitecore.

Guest App
Developed Guest App for Android Mobile devices in Xamarin.

2016
Internal operation Applications in Salesforce
Center Evaluation App.
Travel Request Planner.
Corporate Payroll Reports.

Data Migration
ETL - Migrated data from old system into Salesforce.

2017
Data Migration
Manually entered transactions from Salesforce into Millennium.

BI
Domo - Successfully helped client in Domo BI related tasks to fine-tune existing cards and creating new cards.

App Release & Maintenance
Maintained and released many versions for iOS and Android Apps for mobile devices.

Here's how VDC enabled:

Easy ramp-up & down

Unlike most outsourcing models operating on rigid frameworks that restrict scaling up and down of the team in a single plan, the VDC did not force the client to work with some technology team that they may not need. Across the span of 7 years, VDC model helped client scale up and down its team across technologies at no extra cost.

(Bar chart – team size by year)
2011: 2
2012: 2
2013: 4
2014: 12
2015: 3
2016: 9
2017: 13
2018: 14

Flexibility to choose developers across technologies

VDC model allowed the client to hire experts across various niches and upcoming technologies without spending too much time over identifying the skill set needed.

Experts were hired for

Xamarin · Drupal · php · Sitecore · salesforce

The Result

- Helped the client grow its customer-base and retain existing clients by enabling online reservations and providing a uniform user experience across customer touch-points.

- Streamlined internal systems allowing greater control over franchises and therefore the ultimate customer experience.

The Clarion VDC advantage

- **Complete Transparency and Tracking**
  Clarion VDC developers updated daily time sheets, attended daily stand-up meetings and used project management tools that the client was comfortable with.

- **Quality Assurance**
  Clarion VDC developers were managed by part-time supervisors and Quality Auditors at no extra cost, which made sure that the developers were on track with their deliverables. In case of any bugs found within the code, Clarion helped fix those over the the weekends at no extra cost.

- **Transparent Communication**
  The client had direct access to developers through any mode of communication they preferred, whether it was Skype, Slack, Email or Direct Phone Number.

- **IP Security**
  NDA's were signed - both, with the client and developers to safeguard the client's IP.

- **Experience**
  Track record of consistently delivering multiple robust, technologically sound solutions for 1000+ clients meant minimal effort and risk for them.
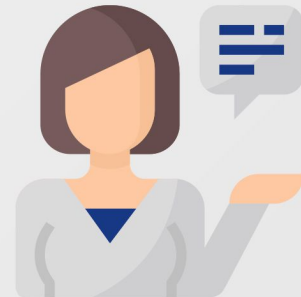
Hi Neeraj,

Good evening. I wish to commend Tamanna, Sushant, Raju & Nikhil. They are exceptional employees, within your support division. Their knowledge of the software and their remarkable problem-solving abilities are rare indeed. We want you to know how impressed we are with their ability to handle all task given, but how quickly they are in completing the task assigned.

Commendations and Congratulations to a fine team as it is always a pleasure to work with you all!

Takiyah Mason
Product Analyst | Technology