

CUSTOM APPLICATION DEVELOPMENT

Looking for a custom lead generation system or a customized white labeled survey solution that is to be hosted at your server or to be integrated with your application?

Introducing TrackBee Custom, a customized solution on top of TrackBee data collection engine. Data collection is an integral part of a business. These data can be customer feedback, business leads, Opinion, audit/inspection data etc. Developing custom application for these custom requirements, can be a time consuming and costly solution. Using TrackBee the development can be much faster than custom application development from scratch.

Custom Software is developed keeping only your business in mind, so it includes every single needs you require to succeed and outshine.

WHY CHOOSE TRACKBEE

TrackBee, a robust application for data collection, has already developed various applications like 'Patient Referral system for a hospital', custom integrated lead generation system for a popular ice-cream manufacturer company, custom data collection system for an international NGO.

In TrackBee we analyze your requirements and develop a quick solution on top of TrackBee System based on your requirements.

It is a less time-consuming and uncomplicated process with quick and easy functions. As a result, both time and money get saved.

Features

NEW QUESTION TYPE: Sometimes, your survey may need unique and specific set of questions. The results might not be efficient and satisfactory unless the questions are oriented with the end-goals of the survey. Here we are to help you out. We have the proficiency to create and integrate new question types.

CUSTOM DATA FORMAT: Want your data format to be designed in accordance with your needs? Why to worry? TrackBee is there. Our IT experts can customize data format for you.

SOPHISTICATED ANALYTICAL TOOL: The analytical tools are there to analyze data and extract actionable information that help to land on to lucrative business decisions. TrackBee customizes sophisticated analytical tool that can turn your data to valuable resources.

NEW FUNCTIONALITY: Operability in software and tools must change according to requirements. If new functions like collection validation, specific design are required, let us know. Our team of specialists will work with you at every step, starting from defining the idea to designing and implementation of the function.



APPLIED IN

EDS Data Update



A popular ice-cream brand in India, wanted to update their existing outlet database and add some new leads to the system.

SOLUTION: Developed a custom based application on TrackBee and integrated their existing database. Field team searched for existing entry, verified existing information, updated additional information and added new outlets along with deep freezers' photographs.

All Geo coded data were linked into a map-based backend dashboard accessible to the senior client managers.

IMPACT: Company addressed areas where they are not present, brand has low / strong share, competition benchmarking and scopes of new prospects are there.

Patient Connect



A popular hospital brand in India, wanted to introduce a new channel for patient referral.

SOLUTION: Implemented this "Hospital Connect" system into their own network, customized Android and iOS app to introduce their branding and hosted on their server. Trained backend team to manage the system. Area and user type wise sales staffs were created and allocated into the system. Custom features like Excel based download of total leads, integration with their existing Hospital Information System (HIS) via MRN number were introduced.

IMPACT: The hospital has identified areas where they have strong referral base, most referred department or doctors. This helped them in their future marketing and expansion plan.

Our Credentials:

- **Proven Experience of Working with World's Leading Organizations-** Among them world's largest consulting company in India, Coca Cola (in 22 countries), GIZ, NIELIT, BSES, FICCI, TSMG, EXIDE, OLA, MetLife, Max-Life to name a few.
- **Qualified Professionals with Wide Industry Exposure** - With a team of dedicated Project Managers, Data Scientists, IT Developers, UI/UX developers, Mobile Application Developers, Domain experts; we try to leverage latest technology to conduct research.
- **Quick Turnaround in Execution** - Our cross functional agile team can plan, build, test and deploy application in a short span, without compromising on quality.
- **Greater Flexibility & Start-up like Environment** - We operate a start-up like environment and maintain greater flexibility with our clients be it costs, deadlines or communication. Our Account managers try to be available 24x7, whenever you need them.

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