

CASE STUDY

An Intuitive, Fast, and Easy-to-use CRM Tool for Sales & Marketing Professionals



OVERVIEW

Relevate, a Customer Relationship Management (CRM) product created by Contata Solutions, is a versatile solution catering to various industries, such as Real Estate, Health Care, and Insurance. Specifically tailored for marketing and space management, it seamlessly integrates with third-party platforms like Zapier. The email list-building system within Relevate is designed to be intuitive, swift, and user-friendly, catering to the needs of sales and marketing professionals.

CHALLENGES

Contata, with its extensive experience in collaborating with diverse companies spanning various industries, recognizes a common requirement among all businesses – the effective targeting of potential customers through personalized and relevant messaging. To meet this demand, the company conceived Relevate, an intuitive platform empowering clients to effortlessly search, locate, and engage with key decision-makers aligning with their ideal customer profile.

INDUSTRY

- Sales & Marketing

SERVICES

- Cloud Development
- Product Engineering
- Digital Marketing
- Custom Software Development

TECHNOLOGY

- Stripe
- Java
- Cloud (AWS)
- Vue
- Micro Frontends
- Node.js
- Mongo with ES
- Springboot
- Microservices



Designed for ease of use, Relevate facilitates precision in targeting the appropriate prospects with tailored messages, thereby enhancing conversions, sales, and addressing other pertinent requirements

SOLUTION

Contata has crafted a comprehensive CRM application, equipped with several features to empower companies in efficiently managing their customer relationships. Key features include:

- **Space Management:** Enables users to oversee contacts and content, leveraging them for diverse marketing initiatives.
- **Digital Marketing:** Provides users with the capability to target their audience through email, social media, and print media, utilizing custom template design services.
- **Lead Management:** Empowers users to construct targeted lists based on specific demographics (e.g., industry, company size, job title, seniority, etc.), facilitating the seamless testing of diverse campaigns with messages tailored to each list.
- **Payment Services:** Offers flexibility in accepting payments through both direct and subscription-based pricing models.
- **Third-Party Integration:** Allows users to automate the migration of leads and customers from other platforms to Relevate, streamlining the process.

In essence, this CRM app is meticulously designed to simplify the process for companies, enabling them to focus on the right prospects and foster business growth.



BENEFITS

- **Flexible & User-friendly:** A flexible and user-friendly design allows access to multiple services within a unified platform.
- **Customized Editing:** Empowers users with tailored editing options for email and print features.
- **Cost-Quality Balance:** Designed to strike an optimal equilibrium between cost and quality, culminating in elevated customer satisfaction.
- **Efficient Enhancements:** Facilitates swift and efficient improvements, enabling continuous enhancement with minimal downtime.

About Contata

Contata Solutions is a trusted leader in technology and digital innovation. Through our work in data engineering, data analytics, machine learning, marketing automation and app development, we deliver solutions that address complex problems in ways that are simple, insightful and impactful.

Our promise and value proposition to our customers is simple: we leverage our deep technical expertise and global presence to bring software products and data-driven decision capabilities to life.

Founded in 2000, Contata is a privately-held company headquartered in Minneapolis that serves clients globally from offices in the United States and India.