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AlchemyWorx

45% Boost in New Customer Registration Rate

Helping Alchemy Worx monitor their social campaigns effectively with a comprehensive operational workflow tracking system.
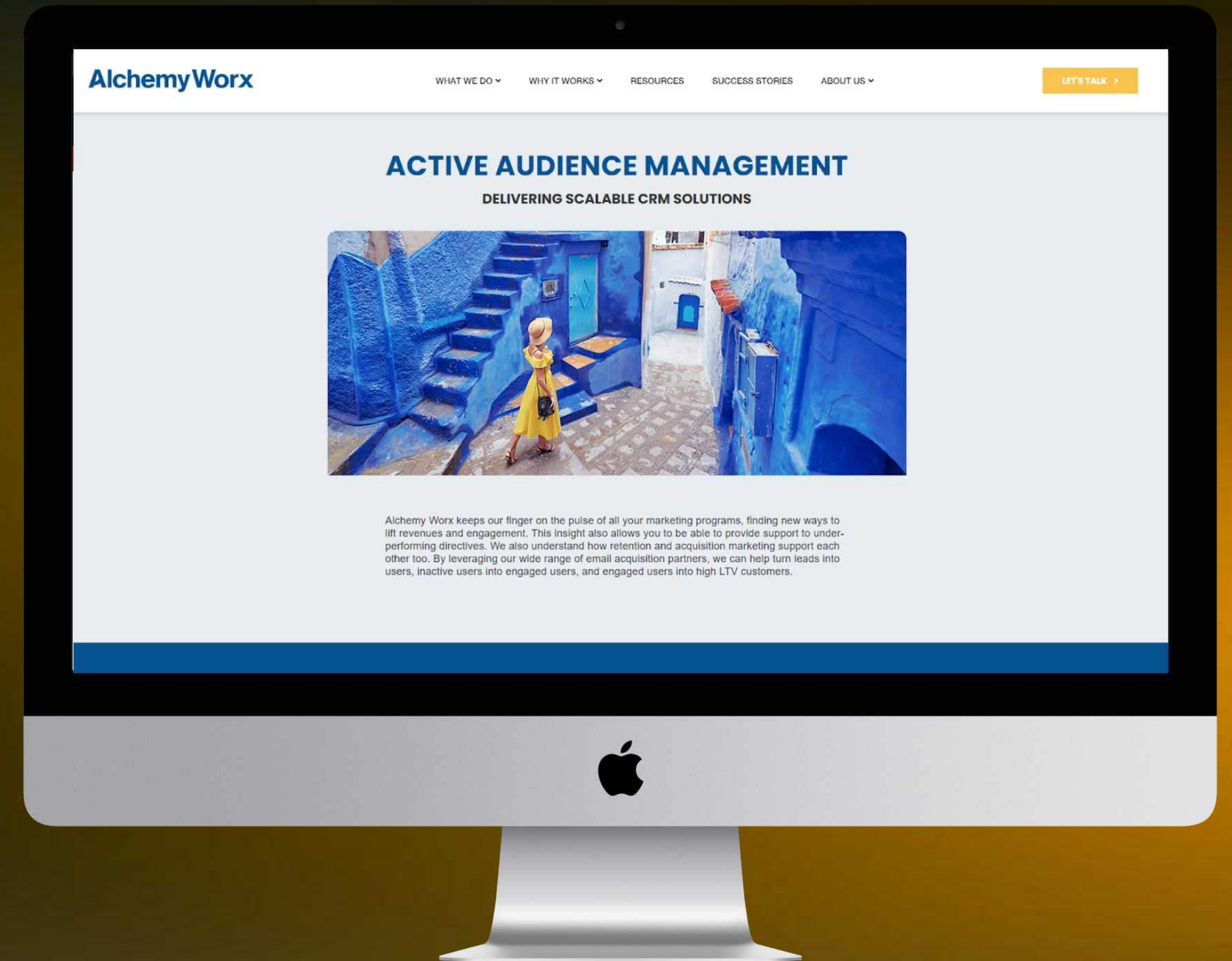
Client

Alchemy Worx, based in NY, USA, is a leading full-service advertising solution provider. Known for its data-driven, test-and-learn approach, Alchemy Worx helps clients scale audiences with powerful results. To maintain its competitive edge and enhance operational capabilities, Alchemy Worx sought to develop a sophisticated operational tracking system.

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WHAT WE DO ⌄   WHY IT WORKS ⌄   RESOURCES   SUCCESS STORIES   ABOUT US ⌄   LET'S TALK ›

ACTIVE AUDIENCE MANAGEMENT
DELIVERING SCALABLE CRM SOLUTIONS

Alchemy Worx keeps our finger on the pulse of all your marketing programs, finding new ways to lift revenues and engagement. This insight also allows you to be able to provide support to under-performing directives. We also understand how retention and acquisition marketing support each other too. By leveraging our wide range of email acquisition partners, we can help turn leads into users, inactive users into engaged users, and engaged users into high LTV customers.

Challenge

Alchemy Worx faced several challenges that necessitated an efficient development solution, which they aimed to build through strategic outsourcing:

Complex Operational Tracking

Intricate processes such as ESP, cheat sheet management, workflow management, and more were difficult to track.

Customer Data Management

No centralized system available to effectively manage detailed customer information.

Lack of Personalization

Email marketing communication with the customers and a complete history of all communications wasn't available.

Siloed Campaign Management

Difficulty managing various marketing campaigns running across different social media platforms.

Navsoft's Solution

Navsoft provided a highly skilled pool of resources proficient in cutting-edge technologies like React JS, Node JS, and PostgreSQL. Our approach focused on delivering an integrated operational tracking system:

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Operational Tracking System

Developed a sophisticated tracker tailored to Alchemy Worx's specific needs, covering all requested functionalities.

Customer & Brand Management

The system included robust features for managing customer details and a dedicated Brand Management module.
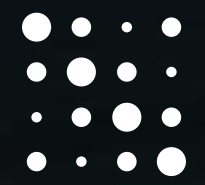
Advanced Email Management System

Enabling the client to send bulk emails to designated users along with tracking communication history.

Centralized Campaign Management

Enabled authorized users to manage multiple automated marketing campaigns across various social media platforms.

Key Results

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Navsoft's strategic outsourced development partnership delivered immediate and profound measurable results for Alchemy Worx:

50%	**55%**	**45%**	**40%**
Reduction in New Customer Onboarding Time	Increase in Employee Efficiency & Productivity	Boost in New Customer Registration Rate	Reduction in Operational Cost

Priyanka Rungta

Director

priyanka@navsoft.in

Sandeep Palod

President

sandeep@navsoft.in

Ready to Achieve Similar Results?

Let's discuss how Navsoft can address your unique challenges and goals.

Schedule My Consultation

www.thenavsoft.com