CLIENTRIC PENETRATES THE HORECA SEGMENT, TRUSTING CLOUDFACES

CASE STUDY

EXECUTIVE SUMMARY

The innovative digital agency, Clientric, didn't wait much to change the status quo and redefine its business model thus jumping on the road to success. By trusting CloudFaces services the company succeeded in adopting a thorough marketing approach in rendering its products at affordable price. Clientric's ambition is to conquer the HoReCa segment in Bulgaria and ultimately expand its services abroad.

CLIENTRIC'S BUSINESS SCOPE

Clientric is a digital and marketing agency with a diverse portfolio of services such as website and app development, design, online distribution, interactive solutions and many others.

CUSTOMERS' SEGMENT

The company is active mostly in the touristic sector, the HoReCa segment in particular. It has a few key large clients and a bigger portfolio of smaller customers.

PRIOR TO CLOUDFACES

Prior to its collaboration with CloudFaces, Clientric often used different partners and service providers for the implementation of its services. It was often the case that the company had to hire one software partner for the development of a mobile app, another freelancer for the creation of a website and third party for the elaboration of a specific design or monitoring statistics. Things were often executed piece by piece but in fact a more thorough top down approach was required.

THE BIG A-HA MOMENT

Clientric's management quickly realized the above inefficiencies and the potential for improvement of the whole operational process. It was demanded that a single point of contact is established and a single partner is used for deploying most of Clientric's services. What is more – the follow-up content management and support should be centralized and easy as

well.

HOW EVERYTHING STARTED

Through networking events in common business clubs, Clientric management got in touch with CloudFaces founders – an Austrian company which had just built its state of the art content management system (CMS). CloudFaces service was promising and likely to address the obstacles that Clientric was facing at the moment. Its tool offered the possibility to build quality native apps and websites quickly and efficiently. All activities from offer request to building and publish would be executed online from a single point via CloudFaces' CMS. Follow-up analytics and support was also included in the service. Upon request CloudFaces would address also the development of more innovative products or various custom features.

FIRST STEPS TOGETHER

The maxim "easy start, harder delivery process" could best describe the beginning of the partnership. Yet this was normal considering the start-up nature of both companies. Nevertheless the benefits started popping quickly on the surface. CloudFaces found a trustworthy partner with the help of which it

validated and significantly fine-tuned its product; on the other hand Clientric expanded its service portfolio and rebranded itself as a company adopting full-blown marketing approach, offering more complex products and solutions not just online distribution services. What is more – it delivered and managed everything from a single point – CloudFaces' CMS. The flexibility of CloudFaces model allowed Clientric to build its WAW product – specifically designed for the HoReCa world.

CLIENTRIC OVERCOMES ITS PAST CHALLENGES

Clientric adopted a comprehensive tool that facilitated significantly the deployment of its services; it offered web and app development, the possibility to include custom modules, building innovative products, smart analytics, single point content and client management. In the meantime due to process optimization and synergies Clientric's end customers could receive everything at a very affordable price.

WHY IS CLOUDFACES DIFFERENT

Had the partnership not occur, Clientric alternative would have been to either employ technical staff in-house or hire external development companies for its projects. In the first case costs would increase tremendously while in the second the relation and execution would be too impersonal. As the company's management stated:

"We at Clientric want to have a partner and not solely an executor. With external developers there is no engagement, they simply deliver and forget about you and the product".

Clientric's flagship product WAW is specifically targeting and designed for the HoReCa world.

Creating full – blown web identity for hotels, restaurant and cafes has helped the company position successfully in a lucrative business segment and excel from its peers.

WAW stands for:
Website - Modern, functional and mobile adapted website with impressive design which will help any business to evolve and be up to date with the latest technologies.

App - Mobile devices have changed people's lifestyle. Nowadays, we can do almost everything through our smartphone from ordering food or taxi, to store payment or signing documents online.

Wi-Fi self-service portal - Clientric offers modern solutions that engage users at their first contact with particular's business homepage when they connect to the Wi-Fi network.

Clientric has developed centralized content management system WAW (Web + App + Wi-Fi) which enables its clients to control the content simultaneously on all 3 communication channels.