

Roving Software

(now known as Constant Contact) is a B2B e-marketing ASP committed to providing easy-to-use e-marketing products and services to small and medium businesses (SMBs) and associations. Roving's web based solution, Constant Contact is designed and priced for SMBs to build email lists, create and send eye-catching HTML email newsletters, announcements and promotions, and track results.

Genisys Solution

- Support provided for 7 days a week; 12 hours turn around time.
[9:00am – 9:00pm EST on Weekdays] [9:00am – 5:00pm EST on Weekends]
- Client conducted 100% quality review of each reply sent to the customers. Client was impressed by the quality responses and the team provided the confidence for the client to move the team out of review within a short span of 3 months.
- Instant communication with Constant Contact staff on any technical issues/downtime. Resources get trained and updated on any product enhancement, policies and procedures.

Training:

- Tom Howd (Vice President, Services) came to Genisys on 19th January 2004.
- A 5 days training was conducted for the core team of 4 members.

Value Added Services by Genisys Team:

- Genisys team drafts and sends knowledge base articles; sends to client for review. All the members in Genisys and Constant Contact use the same Knowledge Base articles.
- Genisys had developed a Front End application for Knowledge Base, which is used by the client at their end.
Genisys had created and updated the Process Documentation, which has been reviewed and accepted by the client.

Project Growth:

- After the initial period of 3 months, the project got extended for One Year.
- Client happy and confident with the Sampling Quality Reviews.
- Team grown to 8 members; expected to provide 4 hours turn around time.

Contact

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