CASE STUDIES

INNOVENTES TECHNOLOGIES

Logistics / Logistics tech	Edutech / Education	Healthcare / Healthtech	Fintech	Adtech

Logistics

Client	Industry	Focus
Online furniture brand	Logistics	Mobile apps with ERP and cloud solutioning Integration

Technology

About the client

The client is a well-recognized online furniture brand in India that offers designer created / bespoke furniture.

The challenge

While the sales were high, so too were the customer rejection rates. The client wanted to address the less-than-ideal customer experience caused by rejection of furniture at the time of delivery due to quality issues. The reverse logistics caused by this led to delays in order completion, increase of transportation costs and overall customer dissatisfaction. Also, the client wanted to offer flexible payment options [bullet payment, flexible EMIs, staggered payments etc] at the time of delivery.

Our approach

Our analysis revealed that there was a positive correlation between input logistics and rejection rate. Our approach was to allow design and production teams to peek-in each other's work so that anomalies are caught early on in the production phase. Besides this, quality check at the staging area [warehouse entry] ensured that defective units do not get on to the racks. This ensured less stock in the warehouse and quicker delivery times. We recommended digital payment app that we developed for another customer for the flexi-payment options.

Our solution

Our solution was to design a mobile app to identify and report quality issues at the warehouse entry point and facilitate return so that faulty items do not enter the warehouse. Also, the cloud solution at the backend enabled interaction between the designers and manufacturers, facilitated immediate remediation [when required]. Integration with the ERP facilitated delivery planning,

maintaining stock and the app used Google's location features to track on-time delivery and reverse pickup to plan logistics. This was further integrated with the custom mobile payment app for Ezetap device for flexi payment initiation.

Impact on our client's business

Less inventory and faster turnaround of stocks	Realtime optimization of delivery fleet utilization	Flexible supply chain operations through ERP integration and mobile apps	Drastic reduction in reverse logistics cost	Significant improvement in customer experience and hence, satisfaction

Logistics

Client	Industry	Focus
A leading logistics provider	Logistics	Data Engineering and analytics

Technology

About the client

The client is a well-recognized logistics provider.

The challenge

The client wanted to mine data about the brand preference, customer, product category and pricing from transporters and shipping information.

Our approach

Our approach was to obtain structured data from unstructured formats of bills-of-lading, invoices, logistics reports to construct information about customer preferences about products, brands and demands. The data about customers, brands and prices from unstructured data using OCR that was available was taken as input. This focus was to automate this to the extent possible and add manual input to complete the remainder of the data.

The above was automated up to 70% with manual intervention needed to construct the remainder 30% of the data.

Our solution

The unstructured data in BLOB was organized and transformed to about 70% structured data with 30% needing manual intervention. We used visualization tools to showcase business intelligence gained and prepare automated on-demand reports for all stakeholders.

Impact on our client's business

Increase in operations efficiency	Meaningful data for stakeholders for decision making

Ad tech

Client	Industry	Focus
Media tech company	Media	Algorithmic marketplace

Technology

About the client

The client is a well-funded, respected, ad tech company.

The challenge

The client who is into geo-targeted TV advertisement solution had a scalability issue with resellers even when the demand for local TV advertisements was only increasing in Tier 2 and 3 cities. Besides this, there was a void in the SME sector in terms of advertisement planning and buying.

Our approach

Our approach that we arrived in consultation with the client was to introduce an innovative way, like an ad marketplace, to bring supply and demand sides on an algorithmic platform. We designed a media planning platform that has now been enhanced as a local TV advertisement network. This enabled the SMEs in Tier 2 and 3 cities to be aware of the optimum spend on TV, newspaper, banners etc and make an informed choice on the ad budgets for each media type.

Our solution

BARC software was used to determine the size of the universe for target group of the demand side players. We developed algorithms that took advantage of the existing cloud TV platform of the client for editing, scheduling and discounting the packages of media plan(s) chosen, including multi-region ad planning.

Impact on our client's business

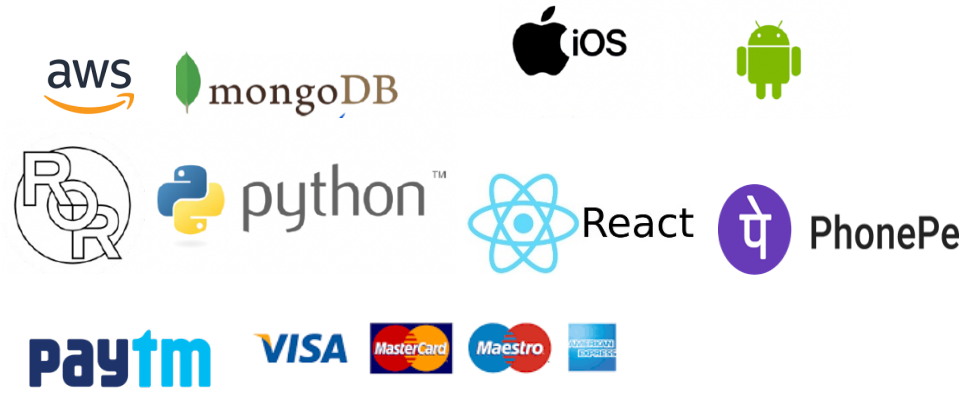
The end customers - SMEs appreciate the	On boarding efficiency	Opportunity to go beyond TV in the context of local	Higher Sales and reseller channel efficiency	Business intelligence about SMEs media planning choices

ownership of media planning		advertisement / geography		

Edtech

Client	Industry	Focus
K-12 Edtech company	Edtech	ML/DL algorithms. Mobile technologies

Technology



About the client

The client is an innovative ed-tech company in the K-12 (K-2) education space.

The challenge

The client had a challenge with the delivery mechanism of the content that was aimed to develop problem solving skills using technology based content.

Our approach

The challenge was to ensure collaboration between teachers [content creators], parents and students while keeping the learning objectives in mind. Besides this, the client was keen on a short time-to-market. The format of the content had to be aligned with the manner the teachers traditionally created content to enable better adoption. Besides this, the timetable of the school had to be kept in mind to plan the content so that the child would not be unduly burdened. The parents' concern of too-much media time was real. The content had to be engaging and entertaining for the child as he/she was to use it for learning as well as have fun.

Our solution

Our solution had 7 major parts : a **recommendation engine** that used a decision tree algorithm to identify content to deliver, an **inference engine** to assess learning and further provide input to the recommendation engine for content flow, an **API engine** that interfaced with this to create reports for the child and a **content engine** that would consume content and timelines created by

the teachers in their own format and **the mapping engine** to map the content to the various 21st century skills [viz problem solving, critical thinking, collaboration, and creativity].

Besides this, the mobile app for teachers was mainly android based and supported them to map the syllabus and integrate the timetable as a guideline for content delivery. The parent app, developed for both iOS and the android platform, targeted children's engagement and assessed learning through ML/DL techniques while delivering the appropriate content at every stage.

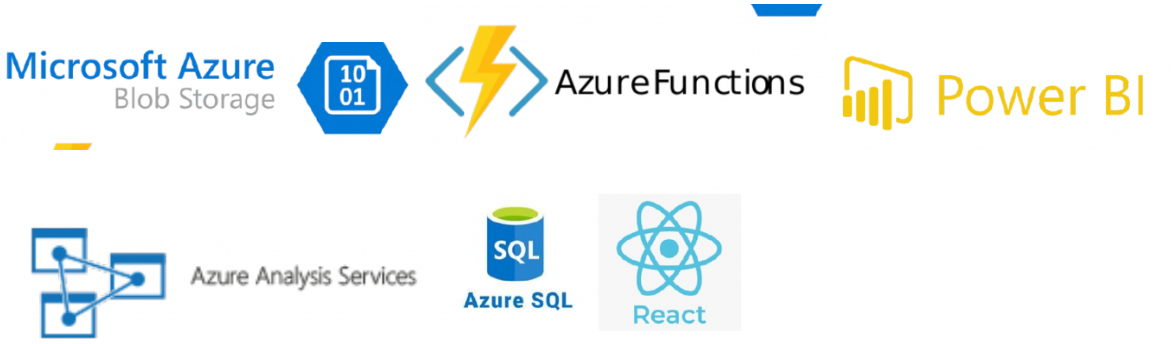
Impact on our client's business

Happy schools as they can quantitatively show the impact of their curriculum on the problem solving skills of the students	Happy parents as content is specifically targeted to help children learn while having fun	Relieved parents as children use media for learning and not for mindless entertainment	Happy content contributors aka teachers as the content platform is naturally suited to the way the content is traditionally created

Health tech

Client	Industry	Focus
A leading health-tech company	Healthcare	Process Automation

Technology



About the client

The client is a well-funded, respected company in the @home health-care services space.

The challenge

Given that the client operates in the @home, healthcare space, the client faced process related issues with blood samples collected from homes of customers [patients], routing them to the different labs, delivering reports to the customers [patients] and managing time of healthcare professionals [phlebotomists, nurses and others] along with collecting charges for the tests.

Our approach

Our approach was to create a process automation that would track the sample from the collection point, ensure that it would be routed to the correct labs for investigation, and route the reports back to the patients while ensuring patient privacy and eliminating human errors in routing and charges collection.

Our solution

We delivered a robust platform to manage timesheets of phlebotomists, nurses, and healthcare professionals while creating a process automation platform for sample tracking and reports to patients.

Impact on our client's business

Increase in sample management efficiency	Significant increase in customer satisfaction	Elimination of delay and errors in routing

Fintech

Client	Industry	Focus
A leading fintech platform	Fintech	App development

Technology

ReactJS, Materialize, Chart Js, Google Captcha API, NodeJS

About the client

The client is a well-known leading fintech app company.

The challenge

The client's customer support and on-call engineering teams were spending a significant time every day to address individual queries from merchants who had signed up. These ranged from refunds/reversals, checking status of their transactions or settlements, getting their QR codes for offline billing etc as they did not have any other way to get these addressed by themselves.

Our approach

Our approach was to provide the merchants a self-help platform so that they can check the status of the transactions themselves, refund/reverse transactions, simple reporting along with educating them on the bank downtimes.

Our solution

We developed **a portal** with features that addressed the main concerns of the merchants - a dashboard that displayed the merchant transactions for a specific period for different instruments in a visual format; **a search capability** for transactions to know the status, details and settlements; **a role based capability** to perform refund/reversal of any transaction, both individual or bulk; viewing and downloading the QR code for offline merchants; announcement of bank downtimes with the reason.

Impact on our client's business

Improved customer experience as merchants did not have to call the support team for their regular work	Time freed up for the on-call engineering teams to focus on other key areas	Product teams were able to bring in new features based on merchant feedback	Reduced service costs as the merchants could help themselves

Fintech

Client	Industry	Focus
A leading fintech platform	Fintech	App Development

Technology

React Native, Materialize, android SMS listener, location enabler, geo-location service.

About the client

The client is a well-known leading fintech app company.

The challenge

The onboarding of small merchants was an offline process with slow turnaround time. This required multiple follow ups to gather the required information which often resulted in the merchants losing interest. Also, the inactive QR was stuck for days before Go-live.

Our approach

Our approach was to reduce the merchant onboarding turnaround time. To make the process faster, we segregated the slower tasks from the ones that could be automated. To authenticate the merchant, link the bank account and provide QR codes, we used an OTP based mechanism to make the onboarding more user-friendly and faster while the verification of the supporting documents was done offline.

Our solution

We developed an android app that facilitated immediate onboarding of the merchants to the platform by capturing all the basic details with an OTP based authentication mechanism, linking the bank account and assigning the QR codes. This made the onboarding seamless and fast.

Impact on our client's business

Improved customer experience as merchants did not have to wait before starting to use the platform for their everyday work	Improved sales as the agents could onboard the merchants in one sitting	Increase in efficiency of the customer support teams

Fintech

Client	Industry	Focus
A leading fintech platform	Fintech	Decision Support Systems

Technology

JQuery, Flot charts, D3 charts, Bootstrap

About the client

The client is a well-known leading fintech app company.

The challenge

The existing MIS engine which provided trends, statistics and graphical representation of the entire platform/system was outdated and was not able to address the needs of the growing business.

Our approach

Our approach was to design a system to provide better MIS and facilitate better decision making,

Our solution

We developed a dashboard that provided MIS along with input to the operations and support teams for their day-to-day work. These teams now use visual charts [donut, barcharts, trend views etc], understand the trends and take decisions appropriately.

Impact on our client's business

The management & development team gets the insight into the latest trend and statistics of the real time systems which helps them monitor the systems and address issues.	Reduced operational cost as the intervention is proactive.

Fintech

Client	Industry	Focus
A leading fintech platform	Fintech	Data analytics for fraud detection

Technology

Angular, Materialize, NodeJS

About the client

The client is a well-known leading fintech app company.

The challenge

The client faced challenges to identify fraudulent transactions, patterns which lead to fraud, and blacklist the merchants. While this was needed for compliance, the client wanted to reduce the risk of fraud in online operations.

.

Our approach

We wanted to pull/consolidate the data from multiple internal systems to get the required information for the risk/fraud teams to be able to analyse, identify patterns of risk/fraud and take proactive action.

Our solution

We developed a risk portal with algorithms to identify fraud in a structured manner for proactive intervention and merchant blocking. These algorithms are continuously enhanced based on the feedback from the teams.

Impact on our client's business

The risk/fraud team can aim at evaluating more transactions/cases of fraud to an actionable result.	Reduced operational cost as the intervention is proactive.