INTECH Helped a Digital Retailer Cut Manual Work by 60% and Triple Campaign Visibility

Summary

A fast-growing e-commerce platform started to feel the strain of scaling the business. Promotional content took too long to manage, engagement tracking was inconsistent, and growing operations stretched teams thin.

INTECH delivered a cloud-based Document and Banner Management System that introduced automation, structure, and real-time visibility. As a result, the platform cut manual work by 60%, improved pickup point discovery by 40%, and tripled the visibility of its promotional campaigns.

About the Client

The client is a fast-growing digital retailer offering a wide range of products through both web and mobile platforms. They are recognized for their regional presence and reliable last-mile delivery.

The client has strong ties with local vendors to serve a diverse and expanding customer base.

As their platform scaled, so did the complexity of managing content across locations and devices. To maintain a consistent and engaging customer experience, their team needed a more agile, intelligent way to handle promotions and stay connected with users at every touchpoint.

Client Challenges: Manual Campaign Management

As the platform expanded, the limitations of its campaign management approach became increasingly clear.

Here are the challenges the client had:

Teams managed content manually
Relying on developers to update banners and layouts. This slowed campaign rollouts and made last-minute changes difficult.

Vendors lacked visibility
With no easy way to upload or manage promotional banners. Without a central system, their offers often went unnoticed.

Customers missed key promotions
As the platform couldn't send real-time alerts or personalized updates. This made campaigns less effective and harder to measure.

Pickup points remained hard to find
Leaving customers confused about order collection and overloading support teams with repetitive questions.

Marketing teams operated blindly
With no real-time insight into how users engaged with promotional content. This made campaign optimization a guessing game.

The client looked for a smarter system to automate routine tasks, improve visibility for vendors and users, and deliver actionable insights across teams.

That's how INTECH comes into the picture.

INTECH's Solution: Data-Powered Document & Banner Automation

To help the client streamline operations and elevate user engagement, INTECH built a cloud-based document and banner management system tailored to the client's needs.

The goal was to create a self-sustaining promotional engine that could work in real time, support vendor flexibility, and give the marketing team room to scale.

Here are the key components of our solution:

Automated Layout Management

▶ The system used dynamic JSON-based layouts to update promotional content every hour automatically. This automation removed the need for manual updates, cutting down the manual workload for marketing and development teams.

Real-Time Push Notifications

▶ With Firebase Cloud Messaging (FCM) integration, the platform delivered personalized push notifications to both iOS and Android users. These real-time notifications kept customers informed of the latest promotions, driving a more engaged user base and ultimately improving campaign conversion rates.

Vendor Banner Support

▶ The new solution allowed vendors to upload their promotional banners directly into the platform, giving them more visibility. This created stronger relationships with vendors and translated into increased sales and a wider product reach.

Smart Pickup Point Management

▶ Store managers gained the ability to mark active pickup points for customers. This reduced support queries related to pickup points, which resulted in higher customer satisfaction and efficiency.

Actionable Campaign Insights

▶ Each campaign included deep-link tracking to monitor user behavior and identify high-performing promotions. This helped the marketing team understand campaign performance in real time and optimize future campaigns.

After presenting the solution, we moved swiftly into the implementation process.

Implementation Process

INTECH adopted a phased approach, ensuring that each stage aligned with the client's specific business objectives. The process led to a smooth rollout and measurable improvements in efficiency and customer engagement.

Here is how INTECH helped:

1 Discovery and Needs Analysis

We began by conducting a thorough audit of the client's existing systems and workflows, identifying inefficiencies and areas for improvement. This helped us pinpoint key objectives such as reducing time-to-market, increasing vendor visibility, and enhancing customer engagement. By setting clear business goals, we established the foundation for a solution that would directly address the client's challenges.

2 System Design and Customization

Our team designed a custom cloud-based system tailored to the client's needs. The solution seamlessly integrated with their existing tech stack, leveraging tools like GitHub, Google Cloud APIs, and Firebase. We ensured that the system remains secure, scalable, and flexible, setting it up to support the client's long-term growth and evolving business demands.

3 Development and Integration

We developed a user-friendly web interface for vendors to easily upload promotional banners. We integrated Firebase Cloud Messaging for real-time push notifications to keep customers engaged. Additionally, we created a centralized dashboard for store managers, enabling them to efficiently manage pickup points and content updates.

4 Testing Before Rollout

Before full deployment, we rigorously tested all core features, including automated layout updates, push notifications, and pickup point management. Real-world testing allowed us to fine-tune the solution based on feedback, ensuring everything is optimized for a successful launch.

5 **Deployment and Monitoring**
The solution was rolled out in phases, starting with a pilot launch to ensure that everything functioned as expected. Following successful implementation, we continued to monitor and optimize the system, ensuring that it consistently met the client's needs and adapted to any changes in the business environment.

Through this structured process, INTECH provided the client with a robust, scalable system that delivered immediate and ongoing value.

Key Outcomes

INTECH's solution transformed the client's operations, streamlining content management and improving customer interactions.

With automation, the platform became more efficient, allowing the team to reduce manual work and enhance their promotional strategies.

Here are the key outcomes:

60% Reduction in Manual Updates for Promotional Content: Automation of banner updates frees the marketing team from time-consuming manual work.	**3X Increase in Promotional Visibility:** Real-time banner updates and push notifications ensure that customers remain informed.	**40% Improvement in Pickup Point Discovery:** The new system allows customers to find nearby pickup points more easily, improving their experience and reducing order collection queries.

The tools and technologies integrated into this solution played a pivotal role in achieving these outcomes.

Tools and Technologies Used

To deliver a seamless, automated solution, INTECH integrated a range of powerful tools and technologies. These tools enabled efficiency, scalability, and real-time decision-making across all touchpoints:

- **Google Cloud Platform (GCP):** A robust cloud infrastructure to host the entire system, ensuring security, reliability, and scalability. It efficiently manages large volumes of data and traffic while adapting to the business needs.

- **Firebase Cloud Messaging (FCM):** Enables the timely delivery of promotions, directly increasing user engagement and conversion rates.

- **GitHub:** Ensures smooth development and deployment workflows, allowing our team to efficiently manage updates, track changes, and maintain consistency throughout the process.

- **JSON-Based Dynamic Layouts:** Enables flexible, automated content updates for banners and layouts, removing the dependency on manual updates.