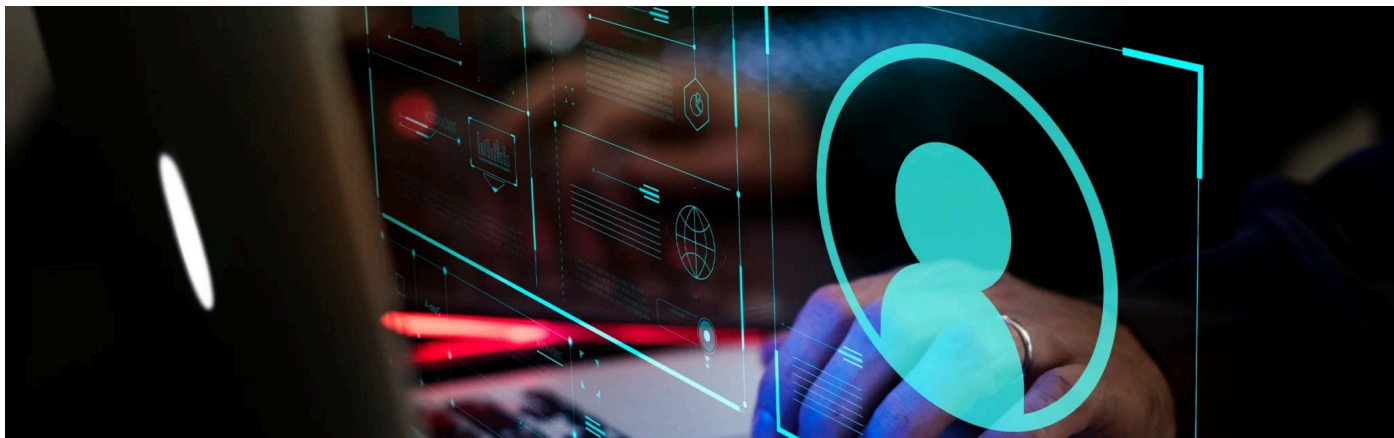


An Interaction-Ready Online Customer Services Portal Built for Transforming User Experience



Summary

The client's customer service system worked—just not very well. Everything ran manually. Complaints took time, payments were a hassle, and customers were left guessing what was happening next.

INTECH came in and built something simple but effective: a single online portal where people could ask, pay, and know what's going on.

About the Client

This Dubai-based developer manages large residential buildings and communities across the city. From tenant support to property upkeep, their job doesn't end at handover.

They were known for building homes people love—but they needed to match that with better day-to-day service experiences.

Client's Challenges: Too Much Manual Work, Not Enough Control

Requests were scattered across emails, calls, and word-of-mouth. There was no central place for customers—or staff—to manage what mattered.

Key Challenges:

Everything Was Manual

From raising a ticket to tracking it, nothing was digital. Delays were common. So were repeat complaints.

No Real Visibility

If a tenant asked, "What's the status?", staff had to check multiple sources. No live dashboards. No clear ownership.

Payments Were a Headache

People paid via banks, receipts got lost, and reconciliation took days.

The Customer Experience Was Suffering

Tenants felt ignored, even when teams were trying their best behind the scenes.

Managers Were Guessing

Without data, there was no easy way to measure trends or assign resources better.

Everyone was working hard but not smart. Customers felt like they were in the dark. Staff couldn't keep up.

INTECH's Solution: One Clean System to Fix the Clutter

INTECH didn't start with features. We started with real stories—talking to tenants, staff, and managers to understand the day-to-day grind. Then we built an online portal that made things easier. No fuss. No jargon. Just what people needed, in one place.

The goal wasn't to impress with tech—it was to remove stress from the process. The result? A central hub where customers could raise issues, pay online, and actually see what's happening.

Here are the key features:

Single Page Service Request System

- ▶ One form to submit complaints, upload images, and track progress without needing to follow up.

Online Payments Built In

- ▶ Customers could pay directly through the portal, and the records got stored automatically.

Smart Dashboard for Managers

- ▶ Team leads could now see what was pending, who responded, and what was still unresolved.

Clear Roles, Clean Views

- ▶ Tenants, owners, and internal teams each had their own interface—focused only on what they needed.

Tech That Fits the Task

- ▶ Built with ASP.NET Web Forms and SQL for stability, with JavaScript and jQuery to keep it light and fast

Simple, Mobile-Friendly Design

- ▶ Clean layouts using HTML and CSS made the experience usable for everyone even non-tech-savvy users.

Implementation process

We didn't overcomplicate. The team worked directly with users, then built what actually made a difference—not what looked good on paper.

Here is how we did it:

- 1 Listened First**
We sat with customer support and real residents to hear their top pain points and small annoyances.
- 2 Mapped User Journeys**
Whether it was "paying rent" or "reporting AC not working," we sketched the journey and cut down the steps.
- 3 Fast Prototyping**
Designs were shared early so feedback came before full development. Adjustments were quick and collaborative.
- 4 Built in Blocks**
Each part (payments, complaints, admin panel) was modular—so updates didn't require rebuilding the system.
- 5 Real Testing, Not Just QA**
A few buildings were onboarded early. Tenants tried it, staff used it, and feedback shaped final release.

Business Impact

Once the portal was live, the impact was visible within weeks—for both teams and tenants.

The impact of our solution includes:

Complaints tracked 3x faster

On-time digital payments up by 15%

60% drop in follow-up calls asking for status

What used to feel like guesswork became a smooth routine. Customers got clarity. Teams got breathing room.

For the first time, everyone was on the same page literally. The tech wasn't the hero. The simplicity was.

Tools and Technologies Used

We used tools that were practical, scalable, and easy for the client's team to adopt and maintain.

- ✦ **ASP.NET Web Forms + WCF:** Let us build workflows and manage complex logic without slowing things down.
- ✦ **SQL Database:** All customer requests, payments, and interactions were stored reliably and queried in real time.
- ✦ **JavaScript + jQuery API:** Enabled fast responses and dynamic features—without heavy backend loads.
- ✦ **HTML/CSS:** Built the user interface to be clean, mobile-responsive, and visually clear.
- ✦ **IIS (Internet Information Services):** Provided a stable hosting setup with high uptime for customer access.