

Lead Generation Software

Client

One of the world's leading online meeting services.

Technologies Used

PHP 5.0, Zend Server 5, Zend Framework (many components), PHP Unit, MYSQL, DOJO, HTML, CSS, Javascript, AJAX

Benefits

- » The primary goal for the partner free trial team—to generate as many leads as possible—was achieved.
- » An analysis of performance data indicated a better and faster user experience and a resulting increase in the lead conversion rate
- » The application performance improved at least 3 fold compared to the existing application

Project Description

The online meeting service provides free trials of their service to their partners' customers.

Business Challenges

The online meeting service provider currently provides free trials to users that are interested. This project was to enable its partners to provide the same to their own customers. This project was also to replace the existing free trial application completely with this new application to make its maintenance much simpler. This project will be gradually released in all the countries where the current free trial is offered. Major metrics for the project are performance and response time for the end user.

Solutions

- » Setting up the application environment with a modular structure using Zend
- » Integrating PHP Unit with the application
- » Developing the Model and Service Layer Classes, the Controllers, and the Views using Dojo
- » Writing CRONS for running nightly to deactivate users on free-trial expiry, or extending them, identifying black holes, and also collecting usage information
- » Generating reports which would be seen by the administrators in the form of charts and grids
- » Restricting access based on roles
- » Making web service calls to the online meeting XML API to create user accounts, schedule meetings, gathering usage information, etc.
- » Asynchronous user account creation with the help of Zend Job Gueue which significantly improves the performance
- » Implemented extensive logging to support tracking of all the actions performed by authenticated users