



DataGOL



Case Study

DataGol Accelerates Product Innovations for Remo



DataGOL

remo



CEO "Hoyin Cheung" described, " we reduced our dashboarding costs by 86%, enabling us to deliver immediate post-event reporting instead of the usual 1-2 day delay. This allowed our customers to showcase real-time insights to their stakeholders, leading to a 43% increase in retention. The impact on our operational efficiency and customer satisfaction has been nothing short of transformative.

Remo is a virtual conferencing platform for live, virtual events and networking space for real-time, face-to-face engagement building meaningful relationships and conversations. Remo Conference helps creators, coaches, and event organizers create immersive online events!. Spread across over 25 countries and spanning all 24 time zones, Remo is set out to transform the experience of connecting, communicating, and collaborating with people across the globe by "humanizing" online interactions.

Problem Statement

Remo was facing challenges in delivering post-event dashboards to their customers due to high costs associated with using Amazon Quicksight, which made it impractical to offer these reports by default. The report development process was slow, taking 1-2 days, and impacted their ability to showcase event metrics in a timely manner. Additionally, building an internal solution was deemed too resource-intensive, leaving them struggling to demonstrate value and differentiate from competitors, ultimately affecting customer retention.

We make your data simple and easy to use.
Discover, Govern and Analyse all your data - no matter where it lives.

Key Pain Points -

- **High Costs:** Amazon Quicksight was too costly to embed analytics into the virtual platform.
- **Lack of Default Offering:** Post-event dashboards were only available when requested, creating inefficiencies and lacked product differentiation.
- **Slow Reporting:** The custom reporting process took 1-2 days, delaying value delivery to customers.
- **Internal Resource Strain:** Building an in-house solution was considered but deemed too resource-intensive.
- **Inconsistent User experience:** The integration of reports creates an inconsistent and unpolished feel, disrupting the seamless flow of the product and resulting in a clunky user experience.

Business Impact:

- **Customer Retention Issues:** The inability to provide timely and cost-effective reports impacted customer retention, a major business goal.
- **Limited Value Proposition:** Without offering reports by default, Remo struggled to differentiate itself and demonstrate ROI to customers.
- **Missed cross sell Opportunities:** Delayed reports hindered customer engagement and up-sell conversations.

The Journey with dataGOL

DataGOL provided a managed data platform with report embedding capabilities, allowing Remo to deliver post-event dashboards to their customers more efficiently. DataGol's solution directly impacted operational efficiency, customer retention, accelerated growth and long-term scalability.

Key drivers of Remo's improved business outcomes are:

- **Managed Data platform** : Reducing dashboarding costs by 86% allowed Remo to offer embedded analytics at a much lower price, making it a more competitive and sustainable option.
- **Embedded Analytics**: Immediate post-event reporting enabled customers to access insights quicker, improving satisfaction and perceived value. This faster turnaround helped retain customers and showcased the impact of Remo's platform in a real time.
- **Real time Insights**: By providing real-time, valuable insights and improving reporting efficiency, customer retention improved by 43%. This reflects enhanced customer satisfaction and loyalty, leading to recurring business.
- **Increased Top Line Growth**: The ability to provide faster, more relevant insights allowed Remo to engage in more meaningful conversations with clients, positioning themselves as a partner in driving event success. This deepened client relationships, increased upselling opportunities, and demonstrated clear ROI.
- **Accelerated Growth and Innovations**: By avoiding the need to build an in-house solution, Remo was able to focus its internal resources on growth and innovation, instead of maintenance and development costs, leading to better scalability and agility.

Conclusion

DataGol isn't just an intelligent data platform; it is designed to simplify data management, turning complex tasks into seamless, productive experiences, driving business success and innovation. By addressing both immediate data management challenges and future growth opportunities, we're enabling companies like Remo to leapfrog their competition and deliver exceptional value to their customers. With DataGOL, you're not just keeping up with the data experience – you're leading it.

Organizations can learn from Remo's journey by:

- **Cost vs. Value Optimization**: Remo realized the importance of balancing cost and value when choosing technology solutions. By switching to DataGol, they were able to achieve similar results at a fraction of the cost

- **Speed of Service:** Remo's ability to shift from 1-2 day reporting times to immediate reporting improved customer satisfaction and retention. Timeliness is crucial in delivering value to customers, and businesses should prioritize reducing delays in critical processes.
- **Optimized Resource utilization:** Instead of investing time and resources into building an in-house solution, which would have strained their internal team, Remo opted for a DataGol solution that allowed them to focus on their core business.
- **Embedded Analytics:** Remo recognized that their ability to provide post-event dashboards made them stand out. Organizations can leverage data and analytics as a key differentiator, especially in competitive markets.
- **Better Data Hygiene:** Organizing and structuring data for reporting not only improved Remo's immediate offerings but also opened the door for future innovations through AI and ML applications.

CTO highlighted, "We considered various traditional data analytics platforms, including cloud vendors and ETL tools, but found these solutions costly, time consuming for implementation and insufficient. DataGOL offered a managed data platform with embedded analytics that significantly reduced complexity and cost . They implemented significantly faster (3 - 4 weeks) compared to traditional methods (4 + months)"

Call to Action - Companies facing similar challenges should consider evaluating their current data management practices and exploring embedded analytics solutions like DataGOL. To Learn more about how DataGol can transform your business experience, visit [DataGOL's website](#).

About DataGol - At [DataGol](#), we turn that chaos into actionable insights by seamlessly integrating disparate technology and siloed operational teams. Our AI-first approach revolutionizes legacy systems, driving operational efficiency and scaling your business for the future. Designed for companies of all sizes and across every industry, we bring order to your operations and elevate user experiences.