# Digital Capabilities Survey Developed To Analyse The Marketing Skills

TRAINING NEEDS '15-'16

## About the Client

The client is a global management consulting firm and leading advisor on business strategy. They unlock data insights and utilise these to challenge established thinking and drive organizational transformation. They help organizations build capabilities to achieve sustainable advantage.

## Client's Product Offerings

The client has ideated an online survey to map the Digital Skills capabilities for agency and advertisers and help them bridge their digital skills gaps. It provides a 'health check' of a company's digital skill levels & will provide benchmarking reports vs industry averages. The survey allows online registration for small scale organization and bulk upload facility for large scale advertisers. In fact, the survey can be customized for big organizations as per their requirements.

# Key Challenges

- Manage multiple survey submissions from single URL for large scale organizations

- Calculations to display complete and categorized scores of a company as compared to peers

- Creating benchmark reports in PDF formats was a challenging task. We had to create two different types of report based on advertisers and agencies. The survey and reports were generated in over 14 languages, with numerous graphs, charts and indicators and over 36 pages

- Generate presentation slides (PPTx files) dynamically to showcase survey questions and company's score on each question along with comparison with peer group results

# Solution Approach & Methodology

As per the initial requirements, we have created two types of survey with different set of questions for both agency and advertisers with support on 14 languages.

All companies registered for the survey will have multiple survey URLs for each participant individually through an automated process. Organizations will be required to register with participant/employee details, which can be done via registration form or a bulk upload feature.

Also pertaining to client requests, single survey URL was created for a global customer, to be used by their participants/employees as the number of participants was not predefined.

The benchmark reports and personalized dashboard portrait better comparison against their peer groups. They depict a company's standing in comparison to peer group and the skills where they need to improve.

# Key Highlights of the Approach

**1** By using Code-Igniter as a base framework, we have extended it to make our survey mode secure and applied stringent security measures to avoid request forgery

**2** Participant responses are gathered in 14 different languages and final statistics are calculated

**3** The benchmark reports in 14 different languages, included 3rd party library to generate modern graph and image processing while generating PDF

**4** To generate and consolidate the final processed data/score of the companies' reports were generated in excel (.xlsx) and presentation(.pptx) files

# Achievements

- With 14 languages support and high level of benchmark reports, we had timely completed the milestones and delivered

- As of now there are around 800 organizations which have successfully registered and completed the survey in year 2016-17

- Presently there are over 6000+ participants who have successfully completed the survey

- Customized reports that helped registered organization to identify area of improvement in digital marketing capabilities

- Successfully developed the store procedures for complex calculation to calculate final score of a company and peer group based on inputs collected from all participants on 82 questions and other profile questions
- Generated Modern Presentation, Excel and PDF files by using open source 3rd party libraries

## Project Highlights

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| Client | Management Consulting Firm |
| Location | Germany |
| Industry | Management Consulting |
| Duration | 1.5 years |
| Team | 4 people |
| Delivery Model | Offshore |
| Engagement Model | Time & Material |

## Technology Deployed

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| Server Side Scripting | PHP |
| Presentation Tier Frameworks | HTML5/jQuery, Highcharts |
| Business Tier Frameworks | Code Igniter |
| Additional third party tools used | DomPDF, PhantomJS, PHP Excel and PHP Presentation |
| Application Servers | Amazon ECS |
| RDBMS Systems | MySQL |
| Operating Systems | Linux |

## About PSI

Pratham Software (PSI) is a global IT services company (with established ISO 9001:2015 & ISO/IEC 27001:2013 practices) providing software product development, consulting and outsourcing solutions to enterprises worldwide. While providing a wide range of solutions, we focus on Outsourced Product Development (OPD), Business Process Management (BPM), Application Development and Maintenance (AMD) and Content Engineering. Our extensive experience in OPD helps us build strong relationships with Independent Software Vendors (ISVs), as we work with them throughout the product development lifecycle. In terms of technology and platform, we work across all major technologies such as Microsoft, Java and Open source and have capabilities and experience in developing solutions for web, mobile, Cloud and social media. For Enterprise customers, in addition to Process Automation, we also offer development and support services in BI and DWH.