



\$75 Million Fund Raised

**Optimized User Experience and Invoice Payment
Process Helped a Leading Fundraiser
Support 2000+ Clients**

Client Background

Our client runs a crowdfunding platform that supports various organizations across the country. In 25 years, the client has supported more than 2000 organizations including non-profit groups, schools, churches, charitable service organizations, sports teams, and leagues.

The client has raised over \$75 million for these organizations through fundraiser programs from various local sports such as hockey, golf, football, baseball, and basketball tournaments and other events.

How Does the Fundraising Website Work?

- Choose the fundraiser
- Sign up to order paper or electronic tickets
- Pay a small service fee that is printing and shipping upfront. No printing charges for ordering electronic tickets
- Sell tickets and make a profit of 70%, the rest goes to the client. Each ticket has a fixed price of \$20
- On the other hand, ticket holders get a chance to win prizes up to \$1,000 if the teams mentioned at the back side of the ticket either score the highest points or lowest points than other cards during the entire week

Challenges

- The maintenance of the back-end portal of the website was a bit challenging for the client due to its basic functionality
- The website was not mobile responsive due to which mobile users could not access it properly
- Complex and time-consuming invoice payment process as it was manual

Business Impact

- Difficulty gaining new users
- Inefficient management of the website users and clients due to basic functionalities of the website
- Revenue loss due to non-tracking of tickets

Solution

Softude emerged as a perfect partner for the client to help deal with these challenges. We worked on three areas- back-end, front-end, and UI/UX of the website.

Back-End

The back-end portal of the website had a lot of glitches and bugs. Our team fixed them and added new features such as automatic database management to enhance back-end functionalities. We used ASP.NET, ASP.NET MVC, and .Net Services for the back-end.

Front-End

We also optimized the website to make it mobile responsive so that mobile users can easily access it. HTML, CSS, and JavaScript are the front-end technologies that we used for this project.

UI/UX

Our UI/UX designers improved the website's interface to make it more user-friendly and visually appealing.

In addition to these, we automated the manual process of invoice payment that helped the client in managing invoice generation, tracking, and processing.

Technology Stack

- Backend End Technology: ASP.NET, ASP.NET MVC, .Net Services
- Front End Technology: HTML, CSS, JavaScript
- CMS: WordPress
- Database: MSSQL
- Payment Gateway: PayPal, Credit Card, Authorize.net

Solution Outcomes

- More than 170% increase in user count
- 100% increase in signups of organizations
- Over 100% increase in organizations' sale
- More than 80% rise in client's profit
- Quick processing of invoice payments
- High customer engagement
- 24x7 technical support

About Us




Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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