Offerta

Microsoft .NET

DEDICATED TEAM FOR SWEDEN'S LARGEST SERVICE PROVIDER

Forbytes provided a dedicated team for Offerta.se to expand and strengthen the client's technical department. The outsourcing team was led by our professional Project Manager who was engaged in the business development process. We boosted the performance of Offerta.se, improved its UI/UX, added many new features to the system, and automated mundane tasks managers had to do manually.

ABOUT OFFERTA.SE

Offerta.se is a B2B and B2C platform for generating leads for more than 140 categories of professional services. With Offerta.se, businesses are regularly provided with new clients, and clients get plenty of choices depending on their budget, task, and needs. To make sure that the partnering companies offer a quality service, all businesses registered on Offerta.se undergo verification.

Client:	Location	Service type:	Team composition:
Offerta.se	Sweden	Dedicated development team	3 Senior .NET Engineers, 2 Senior Front-End Engineers, 1 Project Manager

☐ **The largest service provider in Sweden**

☐ **Partners with 34 200 service companies**

☐ **Operates in more than 140 sectors**

☐ **Provided over 2 144 512 services**

☐ **Has 5320 clients per day**

☐ **$5-10 million of annual revenue**

SCOPE OF THE PROJECT

Founded in 2008, Offerta.se was already successful on the market. The client had most of the processes run effectively. But the rise of technologies prompted the business to renovate their back-office and client-centered operations. Forbytes and Offerta.se worked as one team to provide our client-partner with the best software and facilitate business growth and expansion.

Offerta.se got a trustworthy partner that could provide them with reliable outsourced experts. The business need was to update its management software and give the functionality for clear cross-department communication. For the project, we launched a new back-office digital solution. It was built with the end-users in mind and helped make the system simple to use and interact with. We also modernized the software and changed the monolith architecture that the client used before to the microservices.

When we moved from the back-office part to the user-centric, we did research to understand the value that products bring to the end customer. We also aimed to learn more about the interaction between suppliers and clients and possible improvements to this interaction. The knowledge and insights we gained enabled us to build intuitive features. The solution has two different interfaces (for service seekers and service providers) as well as a system for back-office administering. It's because different categories of users need different functionality depending on their goal on the website.

THEIR CHALLENGES

The client wanted to go through a digital transformation following a clear plan. For this, they needed to expand their capabilities and grow their technical team.

Offerta.se expected us to launch changes in the work of their software to improve user experience and build new features. The changes had to be focused on business automation and efficiency.

One more goal of Offerta.se was to improve information and process flows for the internal support system and web apps.

The client aimed to increase profits with the help of information technology. To achieve this, they needed to improve the interaction between users on their website.

OUR SOLUTIONS

1 We provided an experienced outsourcing team that became part of our client's organization quickly and efficiently. Besides, we did client-focused research on their needs and came up with a digital transformation plan that would boost client performance and make their website more intuitive.

2 We transformed the solution considering the business challenges the client faced. Not only did we improve what was done before but we completely redesigned, transformed, and optimized the system for the end user's needs.

3 We optimized internal system flows for sales managers and internal users as well as automated their manual processes. Implementing the right tech stack ensured quick data access for the front-end with no harm to the website's performance.

4 Our team regularly implemented new features that simplify and automate processes and make the business even more successful. The function of live chat between service providers and clients, message templates for faster interaction, and the checklist for successful cooperation are convenient features that make the user journey easier.

HOW WE ADD VALUE

01.OPPORTUNITIES TO SCALE

The use of Vue.js technology ensured that the business can scale up without compromising the software quality. We also applied a mobile-first approach to building and improving the system. After the analysis of Offerta.se target audience, it became clear to us that a big part of their customers (from the supplier's side) are people that move from one location to another during the day and perform jobs for their clients. Because of this, they needed a mobile-friendly solution to apply for jobs no matter their location.

02. NEW FUNCTIONALITY FOR SUPPLIERS

We improved the system for buyers using the marketplace as well as created a brand-new portal for suppliers. In the supplier interface, they can check the available tasks assigned by the users and choose the ones they want to apply to. After this, the service providers (or suppliers) can send an estimation of the work to the client. If the user accepts the deal, they can communicate with service providers via the function of live chat. If there are some details to clarify, the live chat helps them figure everything out and get their service as quickly as possible. Also, there is dashboard analytics available for suppliers. They can check how many orders they got per period, how their clients assess their work, etc.

03. BETTER NAVIGATION THROUGH THE PROCESS

The lack of guidance for suppliers led to miscommunication between them and their clients, delays in providing services, and a lower user satisfaction rate with the platform. To solve all these problems, we introduced the function of a checklist. The checklist is a set of action checkpoints for a supplier to comply with all steps and rules and provide a quality service for the user. This function saves time and effort for a supplier as they shouldn't think about what do to next to facilitate the cooperation.

04. BUSINESS AUTOMATION

We worked on the functionality that would boost business automation and save time for sales and back-office managers of Offerta. We optimized and automated a lot of internal processes that were done manually by Offerta's team. Invoice management became easier with the feature of collecting unpaid invoices in one place. We also created automated job lists which encompass tasks to do for managers and a client management system to keep track of orders and check if they comply with website rules.