



**codea** **CASE**  
**STUDY**  
[www.codeatech.com](http://www.codeatech.com)



## Customer Relationship Management Application - Case Study

A leading digital direct marketing solutions company in USA

LeadwingsUSA

Solution Customer Relationship Management Application

Client Site United States

**Development Codea Team**

### RESULTS

The product developed by Codea created positive premises for the Client to target the market segment represented by medium and large companies. The increased accessibility and scalability presented by the Client's flagship product in the version delivered by Codea, granted increased competitiveness on the industry market, generated important revenues and improved operational efficiency for our Client. By answering the Client's requests & specifications in a prompt manner and by developing the product efficiently and within a very short time span, Codea successfully managed to handle the project challenge.

The Solution provided by Codea has delivered measurable benefits:

**Greater scalability which allows the Client to target larger companies**

**Intuitive web interface means easy access to the application on the part of clients**

**Improved operational efficiency**

### About Codea

Backed by a 6-year proven track record, Codea is a premier provider of application development & maintenance services to a large client base in Western Europe and the USA. Codea brings together top technical talent, positive thinking, strong resources and a professional, CMMi-based approach to software development, for a high added-value to our clients' businesses.

### Benefits

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