

Case Study: Enterprise Platforms/Market Research

# Automating and Streamlining Survey Processes

## Business Challenges

One of our clients, spanning various sectors including education, sports, specialized schools, and retail and social media, faced significant challenges with outdated and fragmented survey distribution methods. These manual processes led to delays, low response rates, and incomplete data. As a result, the organizations faced challenges in making informed decisions and improving their programs and strategies. To address these issues, they sought to modernize and streamline the survey feedback process to enhance response rates, ensure timely analysis, and improve overall decision-making.

## What We Did

Primus helped the client overcome significant challenges in their feedback collection processes by implementing an integrated digital platforms. This solution streamlined the distribution of surveys and campaigns, addressing inefficiencies caused by outdated, fragmented methods. As a result, the client saw improved response rates and more complete data.

Additionally, we provided a tailored solution that allowed the client to create customized questions within surveys, in addition to default master questions, meeting specific business needs. The team consistently prioritized and aligned with the client's requirements, ensuring the timely and successful delivery of all project milestones.

## Business Benefits

- **Elevated Service Quality:** Streamlined Feedback Collection for Improved Decision-Making and Student Satisfaction.
- **Streamlined Operation:** The web-based platform streamlines survey management, cutting manual data handling time, and enhancing overall efficiency.
- **Financial Savings:** Streamlining survey management reduces the need for manual labor, leading to significant cost savings and enabling the team to focus on more strategic initiatives and improve the business.

## Technologies Used



.NET using Behavior-Driven Development (BDD) Testing Framework

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## About Primus

Primus is a trusted technology solutions leader, dedicated to serving its partners for nearly 30 years with exceptional solutions that enhance business efficiency, increase productivity, and boost profitability. Our comprehensive suite of services includes Enterprise Data Solutions, Intelligent Automation Solutions, Cloud Engineering Solutions, and strategic resource planning, catering to various industry verticals such as Healthcare, Insurance, Telecommunications, Logistics, Food & Beverage, Media, Automotive, Real Estate, Manufacturing, Banking & Finance, and Energy.

## About Primus Enterprise Platforms Practice

At Primus, our Enterprise Platforms practice is a core component of our primus service framework, delivering comprehensive solutions that integrate seamlessly across various business functions. We offer platform-driven services across our key service pillars, including Enterprise Data Warehouse Solutions, Cloud Engineering, Mobile Technologies, Intelligent Automation, and strategic resource planning—under the broader scope of our Enterprise Platforms practice area. Our expertise in deploying and integrating enterprise platforms enables organizations to streamline operations, enhance system performance, and achieve greater business agility. By offering end-to-end solutions tailored to each vertical, we empower enterprises to harness the full potential of their technology investments and drive sustainable growth in a dynamic digital landscape.

## Certifications



AICPA  
SOC 2 Type 2 report covering Security, Availability and Piracy



ISO 27001:2013, ISO 9001:2015



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