mindfire

Overview:

The project involved integrating Google maps with the internal CRM system to track details of contacts and potential leads. The platform helps the client to address the pain point of its sales team. It helps to plan routes, visits and capture more leads. After analyzing the client's need, Mindfire developed a platform with the help of Google Maps API.

Client details:

Name: Confidential | **Industry:** Software | **Location:** USA

Technologies:

PHP, Laravel, MySQL, jQuery, InfusionSoft API, Google APIs

Project Description:

It was critical to have an intuitive and user-friendly UI/UX, which helps ease the process and have the functioning application up and running without delay. Some salient features of the application:

- The client's internal REST API was used to track the records from CRM System. This helps to get the record from the CRM to the system.

- Based on the address details, Google API was used to get the latitude and longitude for the contact which is then plotted on the map.

- When the admin/sales team zoom the map, the map bubbles count as an indicator of the number of contacts shown on the map out of all available contacts.

- The financial status of its contacts was shared by the client and they were categorized accordingly. The bubble color shown on the map act as a visual representative to quickly
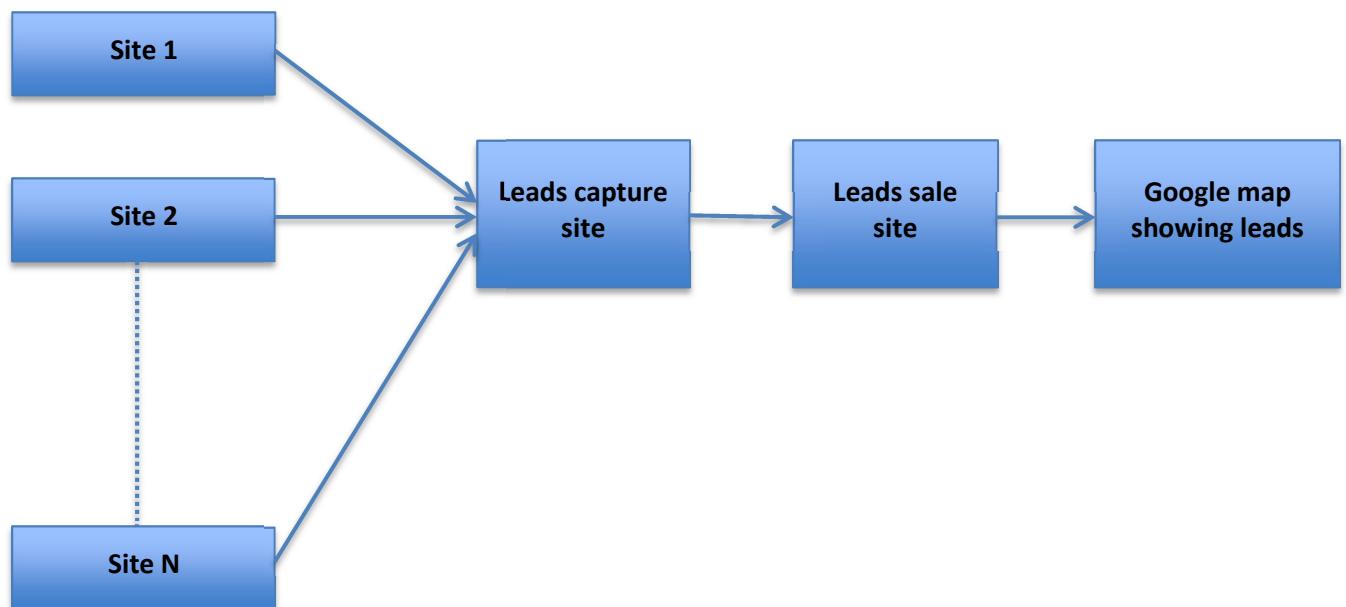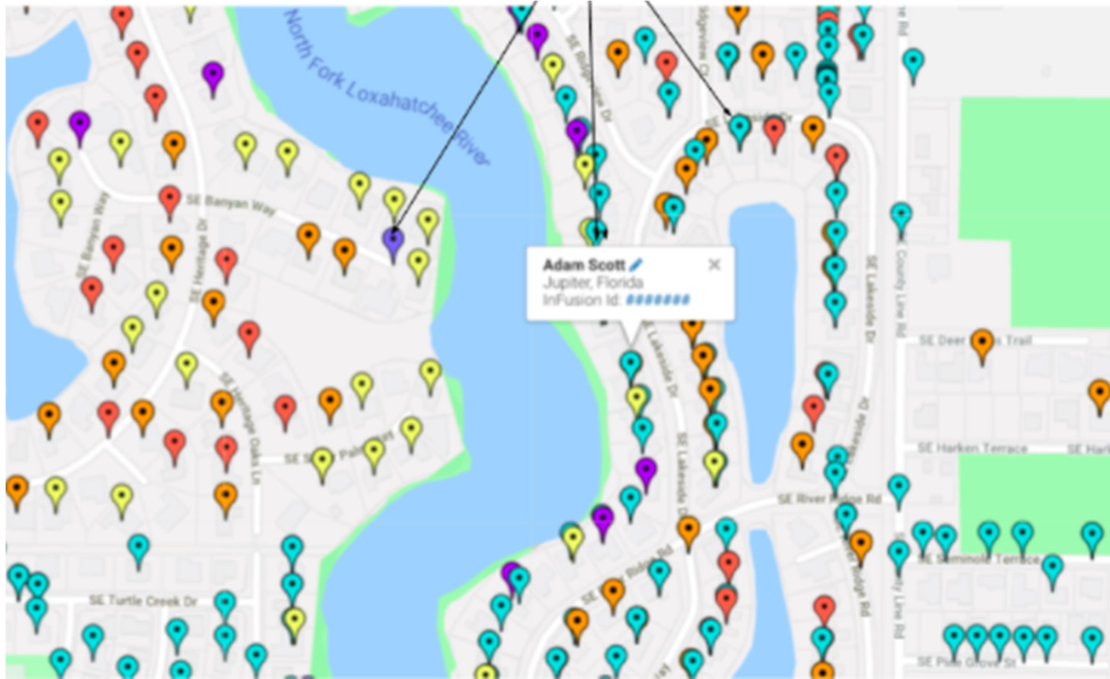
show more relevant/potential customers. This helped the client to increase their revenues quickly with the right targeting.

- A module was implemented to update the contact records on the client's end when updating the same at our end using the available API.

- The client's admin can merge duplicate records and choose the details they wish to retain.

Architecture:

```
Site 1 ─────────────┐
                    │
Site 2 ─────────────┼──▶ Leads capture ──▶ Leads sale ──▶ Google map
  ┊                 │        site             site        showing leads
  ┊                 │
Site N ─────────────┘
```

Screenshot:

Screenshot 1: Google Map depicting contacts based on their financial status.