Insight AI

CLIENT STORY

# Unlocking Data Driven Growth: How Insight AI Streamlined Analytics for a Leading Health and Personal Care Services



Healthcare

## Story Snapshot

**Operating within the dynamic health and personal care sector, a UK-based outsourcing provider faced mounting operational inefficiencies due to outdated, manual data processes.**

As a trusted partner, Insight AI delivered a tailored, scalable solution to automate and consolidate sales data, enabling the client to make faster, more accurate business decisions. This transformation significantly enhanced the client's service delivery, empowered its internal teams, and aligned seamlessly with their long-term growth strategy.

## The Challenge

**The client, a prominent player in outsourced brand management and sales optimisation, grappled with major data-handling obstacles.**

- **Fragmented Data Sources:** Sales data arrived in disparate formats from various clients, requiring time-consuming manual consolidation.
- **Lack of Automation:** Critical sales analysis and reporting relied heavily on Excel, resulting in inefficiencies and human error.
- **Limited Scalability:** As the business scaled, these manual processes became unsustainable.
- **Custom Reporting Needs:** The client required tailored reports for different stakeholders and white-labelled outputs adaptable in real time.

In a highly competitive and data-driven sector, these challenges hindered agility and impacted the client's ability to effectively serve its partners. Compounding the issue, limited internal development resources made it difficult to implement a robust in-house solution.



> We're very happy with the service and quality of work Insight AI provides – everything has been delivered as an excellent service.

FEEDBACK FROM CLIENT SURVEY RESPONDENT

## The Solution

**Insight AI engaged closely with stakeholders to deliver a fully bespoke, future-proofed solution:**

- **Strategic Approach:** A phased Agile methodology ensured the evolving needs of the client were continuously captured and addressed. Early workshops and iterative feedback loops shaped a roadmap prioritising efficiency and scalability.
- **White-Label Reporting:** Insight AI implemented a flexible database-level white-labelling system, enabling the client to deliver bespoke, branded outputs to its customers effortlessly.
- **Scalability & Compliance:** Designed with modularity in mind, the solution allows new features or client-specific customisations to be integrated quickly, ensuring compliance and performance standards are consistently met.

**Technology Stack:**

- **Original solution:** .NET Framework, JavaScript (jqGrid), Microsoft SQL, Power BI
- **New solution:** PHP 8.2, MySQL 8.3.0, Laravel, Redis, hosted via Azure and containerised using Docker

**Custom Applications:**

- **File Watcher:** Automates the collection and pre-processing of raw sales data.
- **Web Analytics Portal:** Presents dynamic, role-specific reports through an intuitive interface.
- **Integrated Platform:** A third application unifies prior tools, extending functionality and enhancing data accessibility.

## Results

**The new solution delivered measurable business outcomes:**

✓ **70% Reduction in Manual Effort:** The automation of data processing drastically cut time spent on manual tasks.

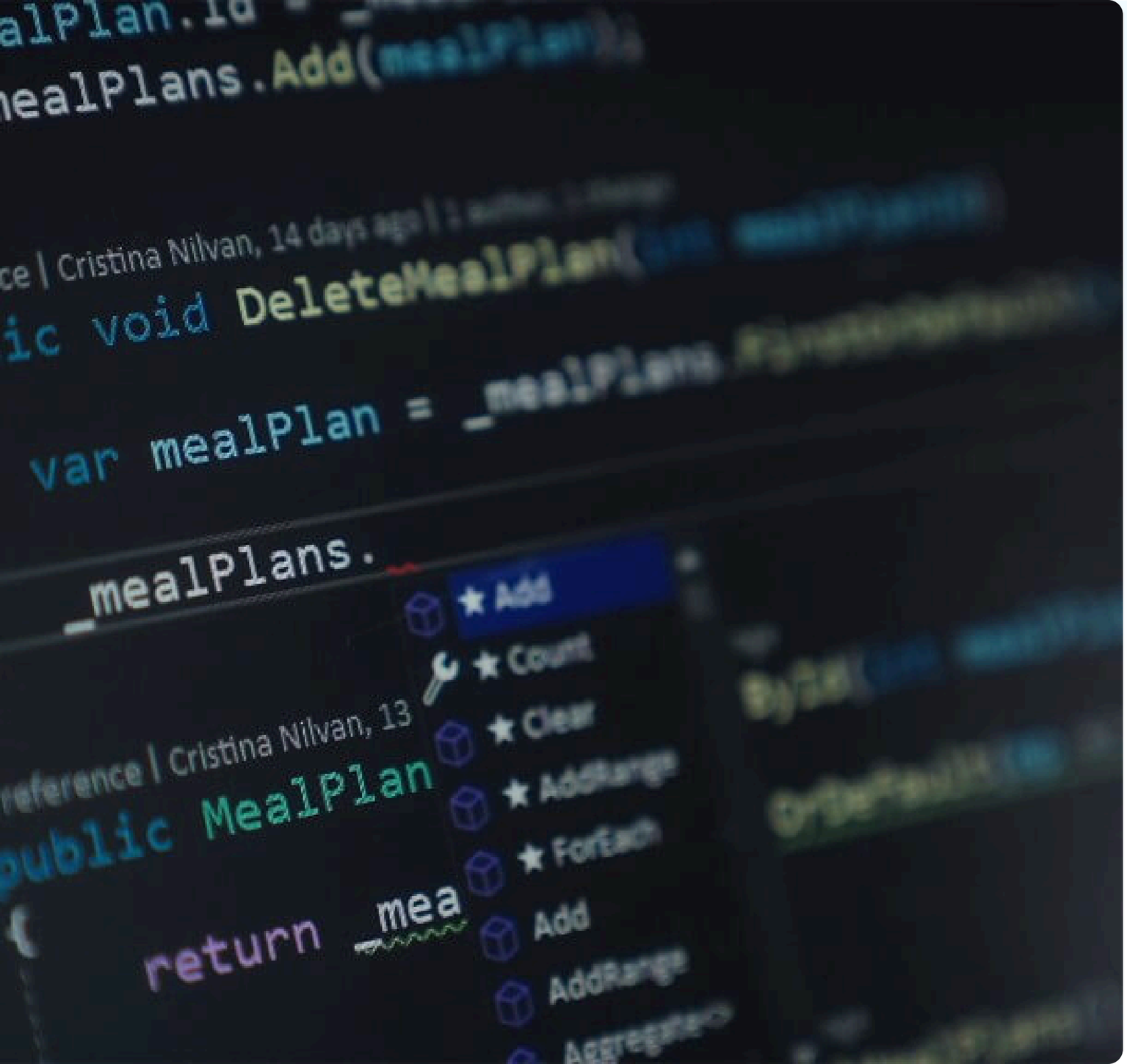
✓ **Faster Decision-Making:** Real-time reporting accelerated internal planning and client response times.

✓ **Improved Accuracy:** Centralised data management reduced human error and improved the quality of reporting.

✓ **Operational Flexibility:** The scalable design allows quick adaptation to new client requirements without rewriting core logic.

✓ **Stronger Client Retention:** Enhanced reporting capabilities translated into improved service delivery and customer satisfaction.






## Technical Highlights

**Agile Methodology:** The project was delivered using Scrum, enabling continuous improvement and fast response to changing requirements.

**Key Milestones:**

- Initial rollout (Jan-Jun 2018)
- Ongoing enhancements and third app integration (post-2018)

**Seamless Migration:** Manual processes transitioned to automated workflows without disrupting business continuity.

**Modern Deployment:** While early deployments were manual, recent upgrades introduced Docker-based CI/CD for local environments, paving the way for future automation.



## Why Insight AI?

**The client selected Insight AI based on its:**

- **Proven Technical Expertise:** Ability to deliver robust, enterprise-grade solutions using a broad range of technologies.
- **Cost-Effective Delivery:** Quality software that aligned with tight timelines and budget constraints.
- **Client-Centric Collaboration:** Deep engagement with the client's evolving needs, ensuring a responsive and personalised approach.
- **Ongoing Support & Evolution:** Continued collaboration on system upgrades reflects the client's trust in Insight AI as a long-term digital partner.

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# Thank you for reading

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