



artisights solutions

Case Study:

PROCSTART

"From Scratch to going International"

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Concept makeover

What initially aimed to be a portal which brings together job seekers and employers from the petroleum and oil industry, blossomed as an international job portal for assignment seekers, job seekers, employers and contractors catering to all industries.

A job portal for petroleum and oil would be too streamlined for the market, so we suggested them a concept upgrade that expands to all fields and is useful for freelancers and contractors as well.

Procstart came with an idea which had to be polished and materialized by artisights. It opted for a complete end-to-end solution, right from company formation to global expansion.

"Artisights gave the company the confidence to take the bold decision of expanding overseas."

The Company formation

Starting from deciding the company name and designing the brand elements such as Logo, colors and the overall appeal, the team of designers at artisights made sure it would be relevant to the international market.

The next step was to legally get the company registered. All the necessary documents and licences were gathered and the needful was done.

Creating a corporate social media identity that caters equally to national and international market was a challenge, but the expert business analysts backed us up with sustainable strategies.

The Blueprinting solution

After establishing the base of procstart, the next step was to get the basics right. The team of business consultants of artisights developed a business model that could work for both domestic and foreign markets. Next came a suitable operating model followed by the business processes and SOPs. We also designed the Organization structure needed to sustain such a large scale business.

As a result, procstart was all set to operate. But what it majorly relied on, was the online platform itself.

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The Digital transformation

Artisights visioned a fully automated web/mobile application for letting job/assignment seekers create their profiles and use filters to find the right and preferred jobs based on payment amount, location, field, etc. It allowed the employers to post job opportunities to attract the perfect candidate for the job.

They also developed a back-end system to provide support to the users and manage operations. Functional & non-functional requirements were written and the application was developed and integrated into the business. It was well adapted by the admin department and the support team too.

Promotion and Digital marketing started in full swing.

For Expansions, a business case was developed and a full-fledged franchisee model along with JV plans were made.

The reaction

After the initial stages of the business blueprinting, the management body started taking shape and as soon as the platform was developed and digital marketing started, the company received an overwhelming response in the market with hundreds of new users being added daily, in the first month itself.

The Impact

- Since the implementation of business blueprinting solution of artisights, procstart successfully started operating in India and expanded to UAE and other nearby countries with over a couple million users and counting. It also plans to extend its services in parts of Europe in the upcoming year. The platform is continuously getting better with integration of new features and fixes.



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Find out more!

Artisights proffer the comprehensive capabilities of deep industry and digital knowledge.

Our team of experts help you develop strategies for surviving and thriving in the future. It is a one stop solution for all your business problems and hurdles, to provide you an edge in today's cut-throat competition.

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