

# Business Case Study & Report For Rogers Morris

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Presented by  
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# Company Overview

Rishfotech is a Kolkata-based IT company specializing in web development, mobile apps, and e-commerce solutions. We provide scalable technology, digital marketing, and dedicated developer services to diverse industries. Our mission is to drive business growth with innovative, cost-effective, and result-oriented solutions.





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# Challenges & Objectives

The challenge was to design a customized, elegant website with smooth navigation, fast performance, and easy client interaction. The objective was to build a clean, responsive platform that showcases creativity, services, and professionalism.

## Challenges

- Platform Scalability Needs
- Complex Discount Structures
- Diverse Audience Engagement
- Admin-End User Balance

## Objectives

- Build Modern Platform
- Enable Advanced Discounts
- Simplify User Experience
- Ensure Flexible Operations



# Problem Statement

## 01

### Complex Discount Management

The existing systems lacked the flexibility to implement tiered, global, and user-specific discounts effectively.

## 02

### Customization Limitations

Capturing additional data on module creation pages was challenging due to limited customization options.

## 03

### User Access & Experience

Ensuring seamless, unrestricted access to advisory modules while maintaining personalized user engagement was essential.

# Proposed Solutions

Points	Objective	Key Feature	Outcome
● <b>Custom MU Plugin</b>	Enable flexible, step-based, and user-specific discounts	Dynamic MU plugin for discounts and user roles	Increased engagement and purchase rates
● <b>Advanced Data Capture</b>	Overcome limited page customization for module management	JS-driven custom fields saved in database	Accurate user data and personalized dashboards
● <b>Unrestricted Module Access</b>	Remove barriers and forced commitments	No lock-ins or mandatory purchases	Better user experience and retention
● <b>Personalized Dashboards</b>	Offer users actionable insights and track benefits	Individual dashboards showing purchases & rewards	Transparent value and user motivation

# Our Approach



## Full Site Development

A robust WordPress solution was built with custom architecture and responsive UI/UX to suit the needs of professional clients and administrators.



## Global Discount Controls

Enabled sitewide promotional discounts managed from the admin dashboard.



## Step Discount System

Developed a multi-level discount structure that dynamically applies discounts based on purchase volume.

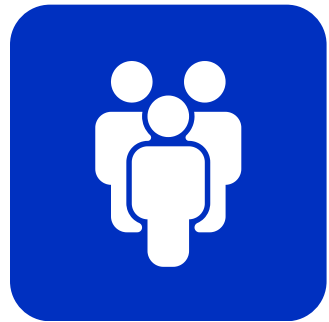


## User Dashboard

Built personalized dashboards displaying user-specific data, purchase histories, and applicable discounts.



# Client Feedback and Improvements



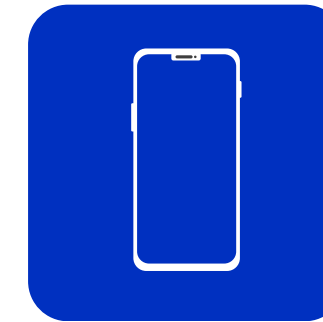
## Enhanced Data Security

Clients praised the upgraded data protection system, which ensured secure handling of sensitive information and built greater trust in the platform.



## Smarter Discount Management

The flexible discount logic simplified complex pricing setups, making it easier for admins to manage global and user-specific offers efficiently.



## Improved User Experience

Personalized dashboards and an intuitive interface enhanced overall usability, helping users access insights and tools more seamlessly.



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# Services Delivered

Rogers Morris underwent a complete digital transformation to modernize its advisory platform, enhance user engagement, and streamline backend management. Our tailored solutions combined design excellence, technical innovation, and seamless functionality to ensure long-term scalability and performance.



- Custom UI/UX Design
- Advanced Discount System
- Secure Data Handling
- Personalized User Dashboards
- Flexible Admin Management
- Cross-Device Accessibility
- Client Communication Features
- Mobile-Responsive Architecture



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