



Rishfotech Solutions

Business Case Study & Report For Rogers Morris

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Presented by
Rishfotech Solutions



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Rishfotech Solutions

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.





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

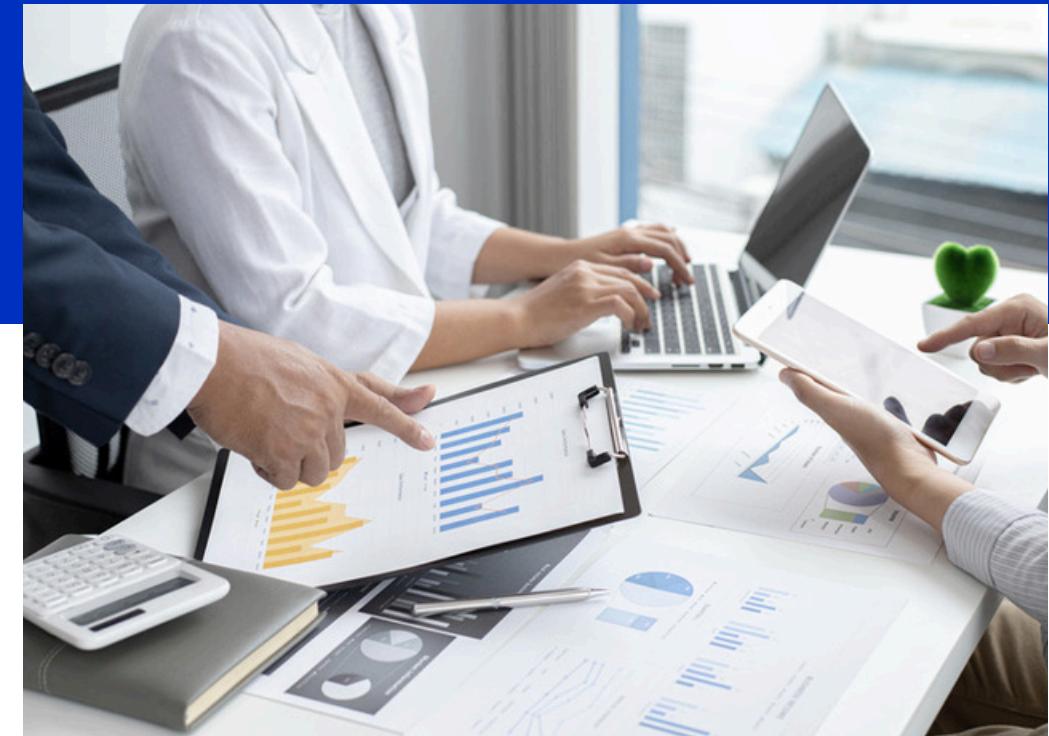
- Platform Scalability Needs
- Complex Discount Structures
- Diverse Audience Engagement
- Admin-End User Balance

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

Our Approach



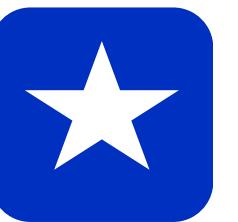
Full Site Development

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



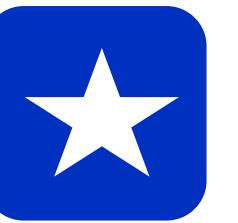
Global Discount Controls

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.

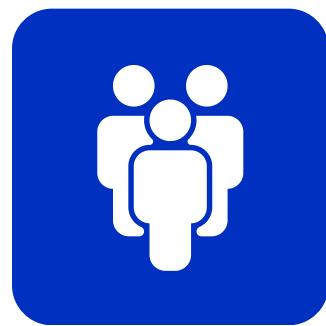


User Dashboard

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



Client Feedback and Improvements



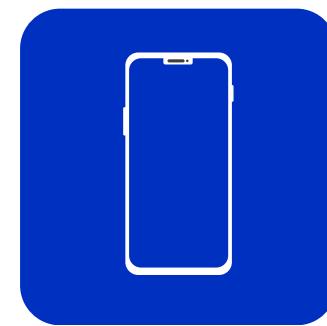
Enhanced Data Security

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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