

Case Study: Too-doo.be

Too-doo.be is a CRM that helps a company's strategy to life, structures your organization and processes, and gives you an overview so you know what's happening in your company. The company approached Digital Aptech to develop a high-performing and user-friendly website for its users and customers.

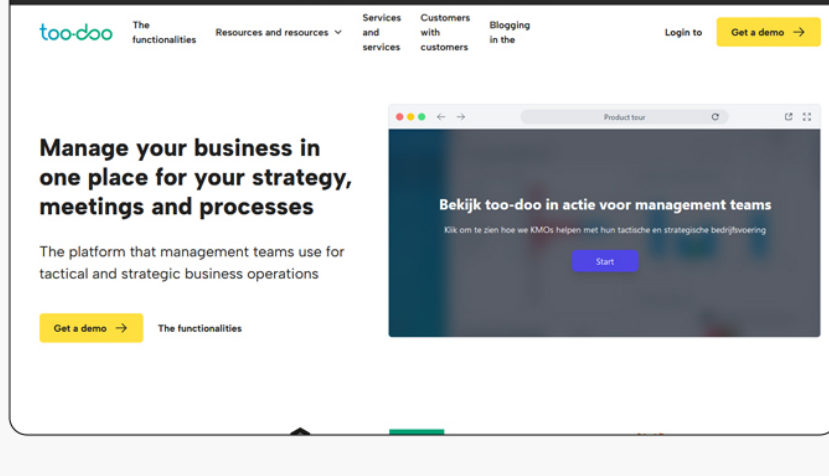
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Project Overview

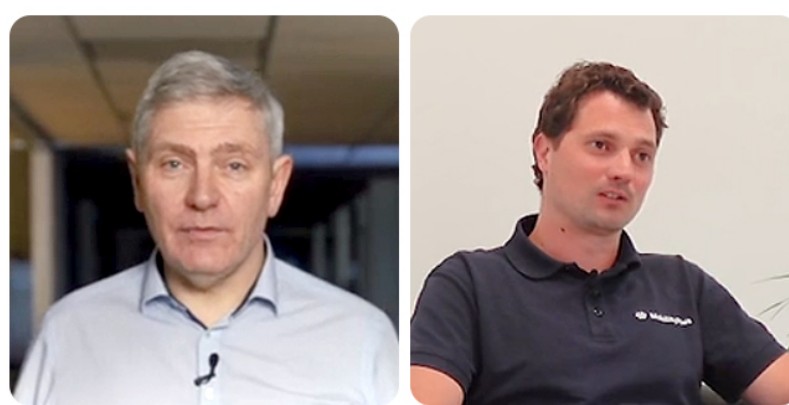
- CRM is an ideal tool for small businesses, startups and other global organizations to streamline operations and bring greater efficiency and involvement
- Our team of developers, designers, and business analysts collaborated with the client and chose to develop a Vue.JS-based web platform with Laravel support

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Client Background

- Belgium-based client Too-doo.be is a CMS that management teams use for tactical and strategic business operations
- The company planned to launch a global website for its users which mostly comprises of business houses



Challenges

- No existing CRM offered a comprehensive business operation strategy-making option for small businesses and startups
- The website of the CRM has to be attractive, informational and contain a detailed guide on how the CRM works
- There has to be a Get Demo option to let users and customers find out how the CRM functions
- Integration of a profile login page for users to sign into the CRM from the website

Technology Stack used



VueJS

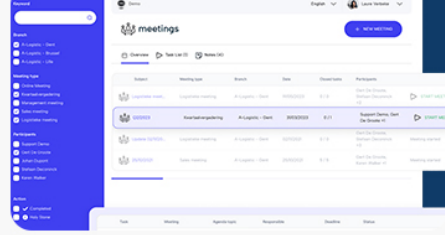


Laravel

The Solution Provided

Solution #1

We designed and developed an attractive website for Too-doo.be to let users and customers learn about the CRM and its features



Solution #2

Our team included a free demo option for users to get a clear idea of what the CRM is all about and how exactly to use it



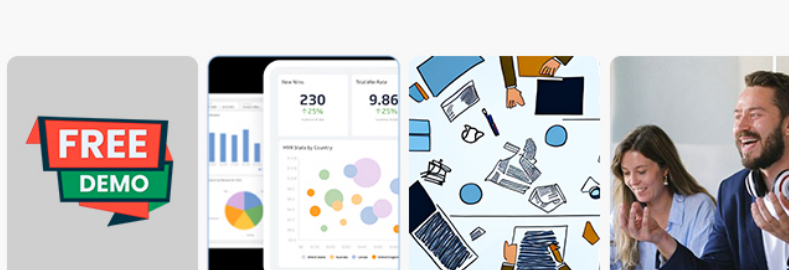
Solution #3

Also, we included a Product Tour option to let prospective customers get a first-hand experience of the functioning of the CRM



Key Features and Benefits

- Inclusion of a Get Demo option
- Easy and smart Dashboard
- Simple and attractive design
- Integration of a 'View Product' option for every feature that the CMS offers
- Simple account creation and log-in



The results

- A well-functioning website with all necessary features, top functionalities and a stunning design
- A fast-loading website with a demo option to get a clear idea and a fast-hand experience of the CRM
- Integration of a login page for users to sign into

Conclusion

- Businesses can access the website on different devices like smartphones, tablets, laptops, etc., without any compatibility issues
- Users have been highly satisfied as they can easily use the website to learn about the CRM and its functionalities
- Brands can get a first-hand experience with the demo option on the website. This improved the platform's ability to bring in more prospective clients
- With such an improved website, users and prospective clients got access to detailed ideas and information about the CRM and understood how it would help their business. This improved the revenue of Too-doo.be



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