



SOFT BISTRO

Kit 1:18 PM

Hey Hans, I see we shared a new video on Instagram. Would you like to turn it into an advertisement to reach more people?

1. Yes
2. No

Hans 1:18 PM

1

CASE STUDY

KIT

Kit - an intuitive virtual marketing assistant (acquired by Shopify) helps e-commerce owners drive sales by intelligently creating targeted Facebook ad campaigns to sending personal thank you emails to customers and handling the other apps you use to manage your store

KITCRM.COM



shopify

Kit.

"I appreciate all the work SoftBistro has done. Their innovative approach to Kit's development helped the product become what it is today"

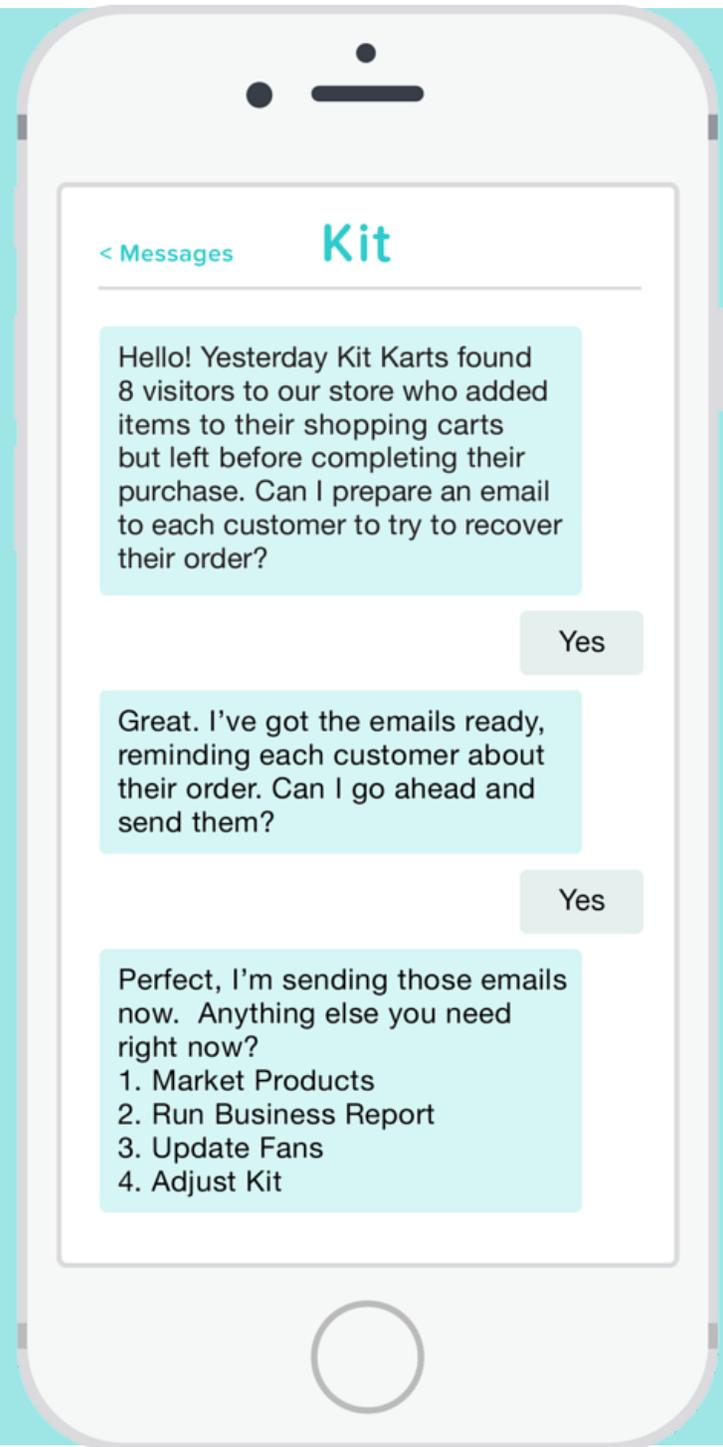
Michael Perry
CEO

softbistro.com



Goal

With the rise of online stores, owners overwhelmingly invest more time in marketing activities to stay on top of their businesses. Our goal was to create an intelligent virtual assistant that would help owners in several marketing activities for one or more of their online shops. Kie needed to build an impactful tool to help arrange sales, create Facebook ads, send emails to clients and track activities in online stores. The most unique and crucial feature that sets Kit apart from any other automation tool is the ability to read and handle these tasks from a simple text message (SMS) or via Facebook Messenger.



Challenge

Compatibility with website builders

We had to implement a data exchange and cooperation with Kit to connect with various website builders via their API's.

Managing system via messengers

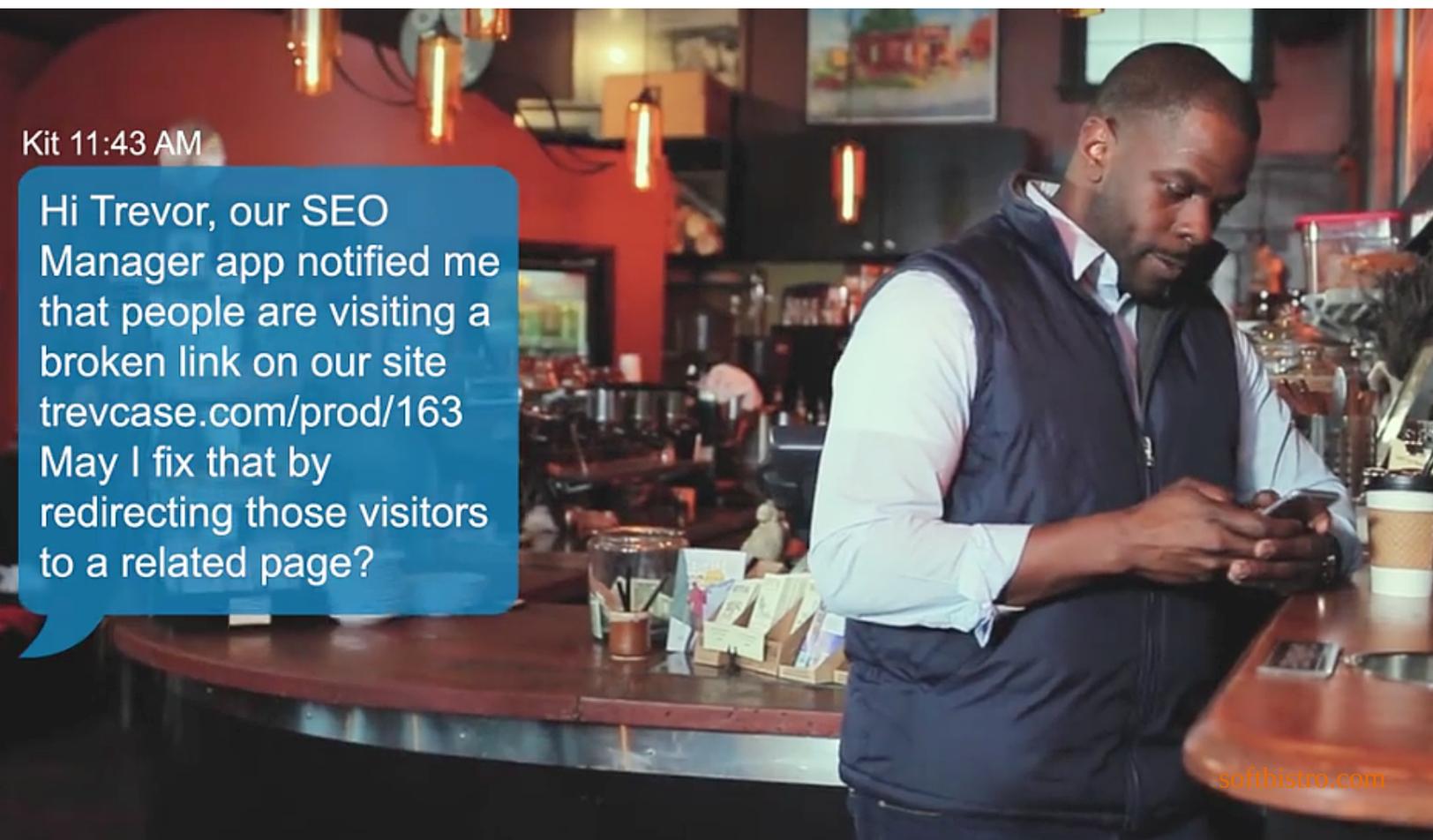
We needed to create a feature to manage stores connected to a CRM using commands from smartphones via messengers.

Facebook advertising assistant

With assistance and automation being the main function of Kit, it was crucial to develop tech that could seamlessly create and launch ad campaigns with different budgets and types of payments.

Reporting on online store activity and ad campaigns

Kit should be able to generate reports on all webstore activities including sales, visitors, bestsellers etc. Further, it should generate detailed reports from launched and completed advertising campaigns.



Kit 11:43 AM

Hi Trevor, our SEO Manager app notified me that people are visiting a broken link on our site trevcase.com/prod/163 May I fix that by redirecting those visitors to a related page?

Solution

Creating an intelligent assistant was extremely engaging as it was exciting. We wanted KitCRM to be one simple tool to manage several online stores and import information to Kit from other marketplaces.

To be available at any time without a desktop or wifi connection, we created the ability to manage Kit and all marketing activities via sms commands. Integrating external software connected to a user's phone number with the UI of KitCRM allowed just that.

To logically understand commands delivered in a conversational style, we developed a unique algorithm with a set of different options to meet the user's needs and requests. After a set of questions and answers via messages, Kit suggests and begins the said activities.

"Kit might ask you if you want to send thank-you emails to everyone that ordered yesterday. A simple reply will kick off an email to those who purchased through the day. If you want reports at any time, you can SMS message Kit to receive details and text back to gain further granularity, such as replying with "1" to check the best-sellers or "3" to get details of the slowest-moving inventory." - Venturebeat

To allow Kit to launch an ad campaign in Facebook, we created an application that connects and gathers user data from their Facebook page. We also implemented features that allowed Kit to suggest and create ad designs and budget.

Further, for business owners to make the right decisions, it was important to analyze and receive reports on all activities. We implemented a system that creates reports in tables, graphs and diagrams for the visualization of data from different time periods.

"KitCRM works by connecting to your business accounts, such as Shopify, Etsy, or Facebook. It then begins to understand your fans, customers, and sales. Once it is set up, you can tell KitCRM to market your products or services, or run reports to keep you up-to-speed on what is happening." - Venturebeat



Result/Business value

Feeling enthusiastic to have worked on such an interesting project, we managed to create a smart and simple CRM solution for businesses that would have difficulty using traditional CRM products. Through a unique algorithm, text messages and some added artificial intelligence, KitCRM has allowed thousands of business owners a simple solution to manage their marketing without investing the time and money into an enterprise CRM product. More than 10k Facebook business pages have connected to KitCRM and the solution is now available to the public.

Technologies

- RoR
- Unicorn
- PostgreSQL
- Mandrill
- Oauth
- Facebook / Instagram API
- Redis
- Jquery
- AWS
- SASS
- Airbrake / Newrelic
- CoffeeScript
- Capybara
- Capistrano

ABOUT SOFTBISTRO

We're a boutique software development company of 100+ in-house engineers providing an extension to your in-house team of developers. Staffing your projects with additional full-time resources, we help clients accelerate project outcomes, reduce cost and redefine how work gets done.

We're based in Silicon Valley, NYC, and Seattle with two development centers in Lviv and Khmelnytskyi "K-city" Ukraine.

Our offering is dedicated, full-stack teams that specialize in Java, RoR, Php, iOS, Android, DevOps, BI/DE and IT services.

We have served a broad range of clients; from start-ups in Silicon Valley such as BigStock and Rafter to publicly traded Shutterstock, Chegg and Freelancer.com; to large educational institutions like California State University and non-profit organizations such as 20 Million Minds