

CASE STUDY: Selfmaps

CCS Makes Selfmaps Self-Reliant

Selfmaps.com is a career assessment website that lets you take a personality preference test online to help you determine your best options for education and employment.

It is completely automated and offers online reports produced in realtime that help users make better career choices based on their personality and preferences. It's simple... efficient...and conveniently available online. But getting it there was no easy task. Selfmaps hired CyberCompany Solutions to develop a full online solution to make their online business dreams come true.

"Our personality testing system was originally developed around 40 years ago," says Selfmaps company president, Steve Vance. "Everything was done manually and it was costly and time consuming. Over the years, advances in computer technology improved on this, but there were still a number of manual tasks we didn't think could be automated. Betty Walker and her CCS team accomplished more than we had ever anticipated was possible. What CCS TechPros created for us is nothing short of magnificent and is the key to our online business success."

Vance was marketing the system through personal contacts and organizations he was able to develop a relationship with. And he wanted to put it online so he could market it to a much larger audience. But he had a problem: the testing material was based on proprietary algorithms that he thought could not be easily translated into computer programming. The trickiest part involved generating the reports based on each person's answers and varying sets of criteria. His current method required ongoing, custom programming and he didn't see any way around it. But Betty Walker did.

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"Using our proven VHSR project methodology, we evaluated all the material Steve was using and walked step-by-step with him through the entire process to gain a complete understanding of what he was doing and what he wanted to accomplish," says Walker. "Then we artfully applied science into a final solution that made it all work together."



Betty and her team reduced the need for ongoing programming by designing and implementing a user-defined table that enabled each report to be generated online. To accomplish it required understanding the mathematical algorithms being applied, expert computer programming skills and the creative ability to merge them into a seamless web application. CCS was up to the challenge and the end result was a completely automated, turn-key system.

“Betty’s in-depth experience and intuitive project creation skills is what made the difference,” says Vance. “Another programmer would have given me what I expected and no more. Betty saw a potential beyond our expectations and she proactively took our process to another level, far beyond what we could have hoped for.”

As a result, Self-maps.com now reaches a worldwide audience with clients from around the globe. An individual can go online, take the test, pay for reports and print them out all from the convenience of their computer. All of the manual steps and extra administrative functions have been eliminated —drastically reducing the costs of taking the test for consumers and yet, significantly raising profits for the company.

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“CCS approached our project with a vision for advancing our company,” says Vance. “They helped us dream big and then make it a reality.”

Solutions:

- Completely automated the entire process, eliminating manually scoring, mailing reports, and numerous other manual steps
- Streamlined the process from assessment testing through skills evaluation and reporting by 160%
- Designed a custom web application around the selfmaps proprietary assessment algorithms and business model initiatives
- Developed an online presence capable of reaching a global customer base

Results:

- Automation has cut administrative costs by 30%
- Expanded reach to a global audience has increased market share projections by 42%
- Increased efficiency reduced customer price by 10 times and increased company profit by 37%
- Scoring is now part of the preference test process and the reports are available on request in under a minute

What does it take to produce a successful large-scale project such as Selfmaps.com?

With over 20 years of experience in information technology, programming and senior management, these types of projects are all in a day’s work for Betty Walker.



"It takes more than just programming skills to produce such a successful project," says Walker. "It takes In-depth knowledge of large-scale project life cycle. It takes extensive experience in system analysis and management. And it takes years of experience in developing client-centered business methodologies."

"When you've managed as many large scale projects and programmed for as many years as I have, you have the opportunity to intuitively understand what a client is truly trying to accomplish," Walker explains. "I've learned to see each project from the client's point-of-view, giving me the unique perspective of helping them develop a project that is often far beyond what they believed could be possible."

Contact Us Today for a FREE Website Analysis!

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