

DREAMFACTORY CASE STUDY: MOJO INTERACTIVE

Website Implementation Project Management

Mojo Interactive, based in Orlando, Florida, is an internet marketing company serving the elective Physicians, surgeons and other medical professional markets. Mojo provides services such as website development and hosting, pay-per-click campaigns and phone tracking for medical doctors within the Elective Surgery marketplace. Since these services are primarily paid out-of-pocket by patients (e.g. plastic surgery, bariatric procedures, etc.), these doctors need better ways to market their services to potential patients. Mojo Interactive helps doctors build their websites with FlexMD, one of their flagship services.

DreamFactory Capabilities:

Mojo Interactive's project managers and developers have been using DreamFactory's DreamTeam, a web-based project management and collaboration solution running on the Salesforce.com platform, to help manage the building of websites for FlexMD clients.

DreamFactory tools specifically used at Mojo Interactive:

- Project Manager
- Collaborative Calendar
- Time & Expense module

Live since: December, 2007

Business Drivers:

Mojo Interactive needed a web-based solution to launch new projects, effectively manage resources and assign tasks.

- Before DreamTeam, developers and project managers used Excel, Word, and Outlook to collaborate and manage their projects.
- Response time to customer inquiries was often delayed providing a poor customer experience.
- Lack of visibility into risks/issues negatively impacted the development cycle. Executives at Mojo Interactive struggled with headcount and resource allocation due to the team being over-extended.

Why DreamFactory?

Mojo Interactive chose DreamTeam to manage their customer website implementations because of its rich functionality, affordability and built-in collaboration, while being tightly integrated with Salesforce.com.

- DreamFactory applications run native to Salesforce.com. Because Mojo relies on customer information that resides in Salesforce, having their project management application tightly integrated was a must.
- The application needed to be on-demand, available anytime, anywhere as resources were both in the office and remote.
- Because of a wide array of skill sets, the product needed to be easy to use and adopted quickly.

Business Results/Goals:

Mojo Interactive is able to increase productivity and profitability while dramatically improving customer satisfaction with the help of DreamFactory's software.

- Mojo Interactive **decreased time** spent on administrative (non-revenue generating) tasks by 13%.
- Mojo Interactive was able to reduce staff by ½ FTE with the increase in productivity of team.
- **Increasing customer satisfaction has enabled** repeat sales and upselling of new services.