

WHAT INSPIRES JEVERA VOLUNTEERS

The story of the volunteering project developed by JEVERA and supported by the UN

TECH TALK: ROBUST CONTACT CENTER

A Solution Architect shares useful tips on contact center software development.

JEVERA MAG.

RETAIL | SOFTWARE | VOLUNTEERING

FROM THE CEO

Hello!

I'm happy to see you again! Let me introduce the second issue of the JEVERA MAG. But let's have a quick look back on the previous one.

The first issue of our digital magazine published in May 2022 was dedicated to Digital Transformation (DX). Our solution architects were sharing their knowledge of legacy migration strategies and I offered an analysis of it from the business point of view.

The MAG's second issue is different. We decided to add a bit more details about us, our people, and our home. We want the readers to remember that JEVERA is not only about DX and software delivery but also about people doing extraordinary things to help others. I'm talking about the United By Idea platform (p46), a project granted by the UN and developed by JEVERA and volunteer organizations in Chernihiv.

There are plenty of software-related pieces in the issue, of course. The magazine's editorial team has interviewed our solution architect Ievgen Chupryna on developing a robust contact center (p34). Very useful for enterprises willing to provide a better customer experience and boost up- and cross-sells.

Traditionally, thank you for supporting and #StandingWithUkraine. it's very important these days.

Enjoy your copy of the MAG.



Anna Tyschenko
CEO @ JEVERA Software Solutions

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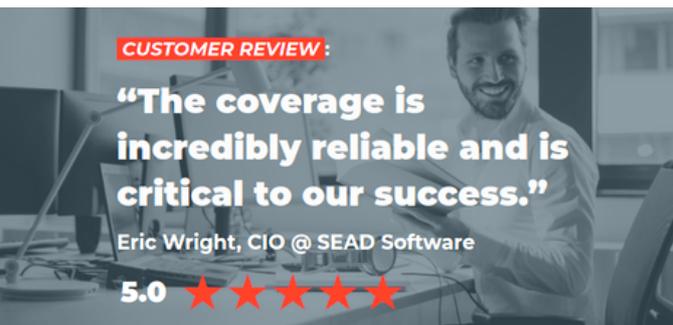
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What's New the Checkout Software Brings to HoReCa Businesses

Updated: May 24

The HoReCa segment is extremely challenging in maintenance. And it's not just about the direct client serving. Judge for yourself: the scale of effort to organize the smooth operation of any restaurant, cafe, or hotel is tremendous. At least, it's necessary to ensure the centralized management of branched processes and set up employee work.

Until now, the point of sale system coped with it. I remind you that it's a central point of access connecting everything and everyone involved in on-site business operations. But the software market is dynamic. Recently several vendors launched a checkout system as a robust alternative to the point of sale.

We're here to discover how the new generation of POS software can change the HoReCa industry and what benefits it will bring to its owners.

You may also like: [Cashierless Stores Refuse POS Software: Truth or Trick](#)

Checkout System for Restaurants and Cafes

POS software is a crucial tool for the operation of all businesses in this group. It ensures the checkout process, regularly provides tax authorities with reports and acts as a basis for staff communication.

Here, a point of sale is responsible for speed and quality of service provision. The waiter takes orders by using a touch screen. The data is transferred to the chefs who prepare dishes on a first-come, first-serve basis. In turn, employees at the kitchen notify waiters about the food readiness through the POS, ensuring its immediate serving.

Checkout software goes much further in its functionality. Any custom POS with a broad range of features is a checkout system. Recently, vendors have decided to create ready-made checkout software to sell as SaaS. This way, famous companies have been using checkout software for years without even knowing it.

Here is a fascinating example of checkout system operation in this domain. Fast-food giant McDonald's offers a convenient way to make on-site orders. Employees invite customers to use touch-screens for choosing dishes, the place of serving ("inside" or "to go"), and payment methods. If a visitor decides to eat inside, he should take a plastic plate with the table number, pay for the order and wait for serving.



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JEVERA Software · What's New The Checkout Software Brings To HoRe...

Often McDonald's buildings have complex layouts. Therefore, it is curious how a restaurant employee can find a client by table number even in the darkest corner of the building or on the terrace.

Restaurant checkout software features



Order management & processing



Payment processing



Product catalog



Digital twin technology



Supply & inventory management



Tax reporting



Employee management & engagement



The clue is under the above plastic plate with the table number and looks like a small chip.

McDonald's checkout software contains a sort of tracking module inside. The system creates a digital twin of the internal & external restaurant environment and allows tracking the movement of table number plates in real-time. Therefore, employees do not participate in the “Find the proper table” quest. They know in advance which part of the hall or garden they need to go to.

Agree, this functionality differs from the regular POS capabilities.

Checkout software is a perfect solution for mid-sized and large-scale businesses, where it's necessary to manage hundreds of processes simultaneously and connect different affiliates worldwide.

“But what about small businesses?” you might ask. Tiny bars or cafes have only regular processes. They could be fully covered by ready-made POS. So, these businesses don't need versatile tools like checkout software.

You may also like: [Point of Sale Systems for Hotels, Restaurants, and Bars](#)

Checkout Software for Hotels

The same situation with hotels. Vendor point of sale can cover standard small businesses processes. They have a small staff, a few rooms, and rarely provide additional services like a restaurant or SPA.

Meanwhile, a checkout system is vital for large single hotels or hotel chains. Just imagine what scope of the process they have to manage. They should take care of every room with its property, like towels, linens, or mini-bar. Such hotels need to ensure a unified check for accommodation, meals, and additional services (parking, gym, SPA, pool,

tours, etc.). And they should also keep proper booking, check-in, and check-out processes to avoid misunderstandings.

In such a case, businesses need scalable checkout software integrated with all departments, in-house services, and third-party online booking ones.

So, what's the difference between POS and checkout system here? The last one contains countless features for proper management.

For example, custom software may have a built-in remote check-out module. It allows guests to leave their rooms without a previous audit and long queues near a reception. They also can pay for all services remotely.

One more crucial point here is an employee management system. It also can be a part of checkout software and bring much more value for managers. Such a feature allows employees to receive daily tasks following set KPIs and calculate a total score of their fulfillment daily.

Hotel checkout software features



Check-in & check-out



Asset management



Direct & 3rd-party booking



Employee management & engagement



Additional services management



Room service management



Payment processing



It creates a sort of competition among staff representatives to increase their productivity and engagement. Each month, the system defines the best employee, helping managers to recognize and reward diligence by awards (like a gym membership, online language training, etc.) Hotels need to keep employees happy because this way they create a sort of home atmosphere and hospitality, improving client experience.

Hotels take a cautious look at versatile checkout software. But its advantages are too significant to lose an opportunity to use them. That's why, our favorite places will surprise us with a remote check-out process, satisfied employees, and other pleasant bonuses soon.

Afterword

Checkout software is just taking the baton from a point of sale. Meanwhile, the perspectives of its application are obvious. It's much more versatile, scalable and flexible compared to old good POS. That's why it's quite possible that hotels, restaurants, cafes, and other businesses will willingly replace their legacy point of sale systems with robust checkout software.

If your company requires full-fledged custom checkout software, drop us a line. We will advise you on the proper way of its creation and apply our expertise to build it efficiently.



It's Better to Rent than to Create. How the Telecom and Retail Domains Can Benefit from MVNOs

Updated: May 24

For the first time, I heard about the strange abbreviation MVNO (mobile virtual network operator) in 2000. That time was just a start stage for this technology. And looking back, I understand MVNO became one of the oldest ways to strengthen telecom's position in cross-industrial partnerships.

End-users still can't catch the difference between CSP and MVNO. And they don't need to. It's not compulsory to know who provides you with connection services when you can use the flexible coverage no matter where you are. Now, there is nothing changed for subscribers, except the fact they are using MVNO more frequently. The reason is enterprises bet on this approach. Following predictions, the global MVNO market will reach \$91.6 bln by 2026. In 2020, experts valued it at \$61.9 bln.

Demand creates supply. So, we are here to discover why domains like retail and telecom believe in MVNO efficiency. Scroll down to enjoy facts, trends, and use cases.

MVNO in Telecom

Why do communication service providers use mobile virtual network operators?

Telecom uses the MVNO business model in two ways:

They are providers.

CSPs rent to other companies their wireless network infrastructure. This way, they engage a broad audience and become B2C & B2B oriented. Such a position makes them competitive and, accordingly, increases their level of income.

They are clients.

Did you know that companies like Verizon, Orange and Telefonica have their MVNOs? They create new brands and try to engage different segments of their audience. In this case, it's easier to manage offers, conduct A/B testing or grow a



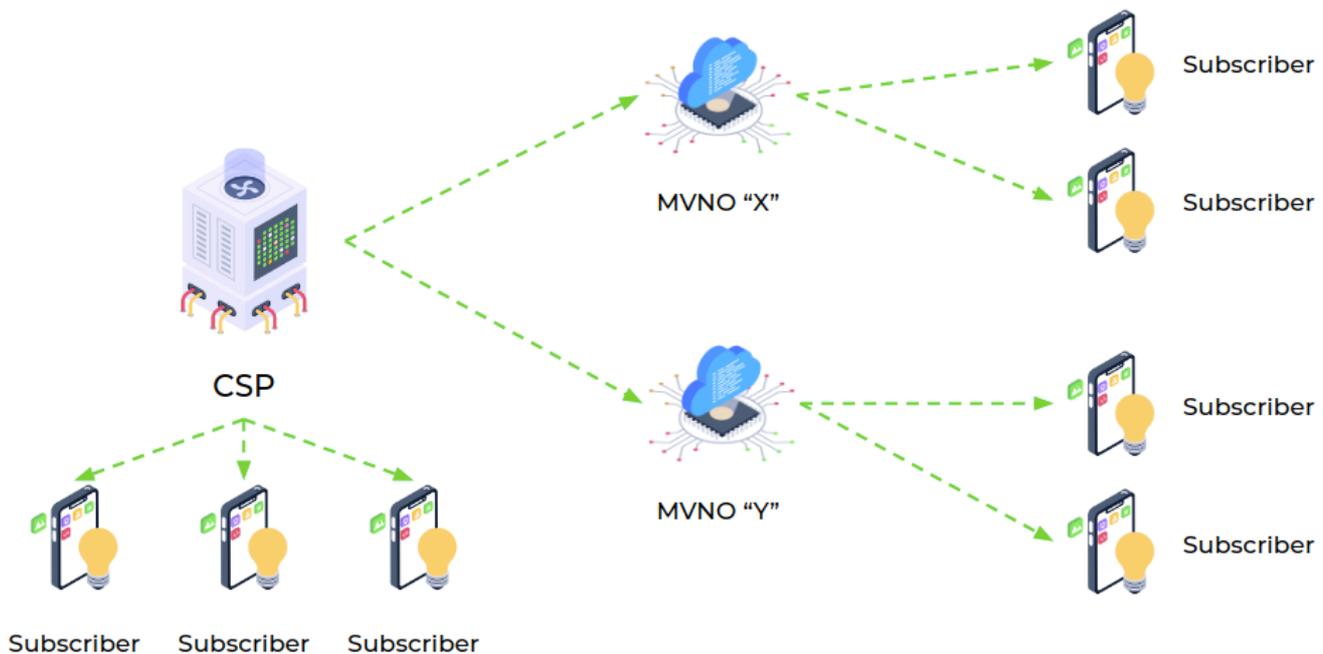
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JEVERA Software · It's Better To Rent Than To Create. How The Teleco...

loyal audience, etc.

Telco operators can also use MVNO business models to fill gaps in their coverage. Let me remind you that MVNO can connect with one or several infrastructures owned by different providers. This way, CSPs might ensure service versatility and seamless usage worldwide.

Mobile Virtual Network Operator **IN TELCO** **J**



Pandemic and military conflicts created a global economic & communication crisis. But for telecom operators, it's a suitable time to expand their services and support business recovery.

Trends for 2022

1. This year, CSPs will continue to search for their potential clients and retain current ones with MVNOs. They'll involve other industries like manufacturing in the MVNO network as well.
2. Because of the fierce competition, they will strive to create several MVNOs to stay everywhere and support competitiveness.
3. The tech boom will become a basis for new services. Telecom operators will implement blockchain technology, AI, and 5G to satisfy various customer needs ensuring convenience, portability, and data security.

Case study

Who do you think are the core players in the MVNO market? That's right, telco operators, software providers supporting MVNO businesses, and enterprises from different industries that use MVNOs.

We're proud of our long-term partnership with a Belgian telecom company Effortel producing digital products for physical and virtual MNOs (mobile network operators). It aimed to build robust integration points between core banking and telco systems.

We supported Effortel with expertise in backend development concerning enterprise app integration. That connection involved 400 services and allowed the usage of telco accounts like bank ones and vice versa.

*“Thanks to JEVERA’s work, we’re able to serve a vast amount of transactions,” shares **Martin Petkov**, COO at Effortel. “Our client has millions of customers, and all those transactions pass through the integration layer, so it’s essential that it’s available and highly performant at all times. JEVERA has brought their expertise to the table to ensure our integration layer doesn’t suffer any malfunctions or deficiencies from day one.”*

MVNO in Retail

Why do retailers use mobile virtual network operators?

The retail industry also has great plans for MVNOs. Moreover, it already implements them. Business sharks like 7-Eleven, IKEA, Walmart, and others created their mobile virtual network operators to support convenient communication with buyers and increase their loyalty.

MVNO here is a smart way to provide clients with custom-centric offers, collect their data in real-time, and process them to discover peculiarities of buyer behavior & experience. This business model is preferably applicable to enterprises and store chains because they have a broad distributor network.

Mobile virtual network operators help retailers to increase their sales with cross-/up-selling, expand the audience and upgrade business models. The retail market is too competitive and dynamic. That’s why companies try to use MVNO’s agility to retain buyers, starting with placing custom offers and ending with supporting omnichannel.

Case Study

You probably know that retail could be different. We’re used to highlighting the peculiarities of grocery and non-food stores. But the case is the fuel retail market is also a fascinating topic to talk about.

A case study by the international consulting company Cartesian caught my attention. They performed deep research to create a detailed [MVNO launch plan for a fuel station chain](#).

The client aimed to engage buyers and grow market share through the MVNO implementation. It was the right choice because this approach can ensure close interaction with customers, a direct translation of brand values, and efficient cross-promotion.

“MVNO offered an economic & reliable business model that could be deployed easily to meet strategic and commercial objectives,” the Cartesian team believes.

You may also like: [Retail Gas Station as a Profitable Business Model](#)

Afterword

The mobile virtual network operator model is not something new. But it can change following market conditions remaining popular among telco operators, retailers, and other enterprises. I suppose that the time will show us more innovative scenarios of its usage soon.

If you prefer to act right now and upgrade your business with MVNO - just let us know. We'll apply our expertise to accelerate the achievement of your strategic goals.

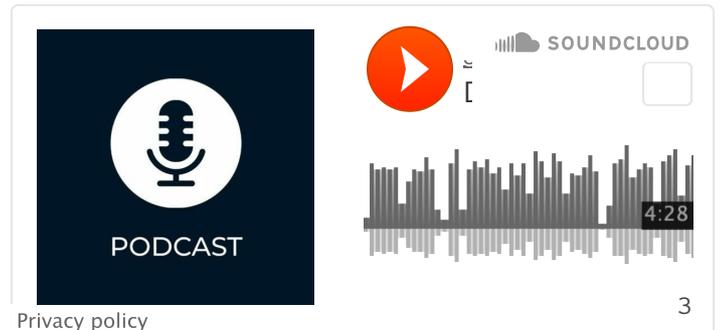


How Covid-19 Affected POS Systems Evolution

Are you an active online shopper now? Do you avoid large queries and crowds? If the answer is yes in both cases - welcome to the post-Covid-19 reality. Current conditions made us change our usual approaches to shopping, cancel weekly restaurant dinners, and wash hands regularly.

Businesses are still in progress in transforming and tailoring the new normal. Modernization or the entire replacement affected Point of Sale systems we're used to. Somebody says they will never be so popular anymore. Others are looking for ways to change it and save its value.

If you're wondering how coronavirus affected POS popularity and in what way retail, HoReCa, and other companies use it now - this article will provide you with answers. Scroll down to discover more.



JEVERA Software · Did Covid - 19 Change Business Attitude To POS

Are POS Systems Still Popular?

Yes. Definitely yes. Probably, good old Point of Sale systems are not relevant anymore. But businesses need it as a central point of their business operations. I love to repeat that POS is not just a cashier's workplace. It can gather all the systems and equipment under one roof and create a unified management approach. All food you order and all items you purchase are scanned and checked by POS. It will never change.

Point of Sale is responsible for several non-visible but still crucial processes, like:

- real-time data transferring to tax authorities
- creation of accurate reporting
- data collection about warehouse, assortment management, logistics, and marketing processes
- processing of information on customer behavior and preferences

POS systems we know were upgraded to Checkout Software. Vendors expanded their functionality, eliminated core weaknesses, and, last but not least - let businesses ensure clients and employees with a high level of safety.

You may also like: [Checkout Software: How Retailers Might Use the New POS Generation](#)

How Businesses Apply POS Systems Now: Self-Service Kiosks

Since businesses strive to protect their customers and staff, they apply different types of POS to minimize direct interactions between them. Self-order solutions or Self-service kiosks became a great alternative to good old Point of Sale. You probably know what it is about if you visited MacDonal'd's at least once. These devices allow buyers to choose the desired items and pay for them with debit or credit card without employee involvement. You should interact with a cashier only in case of cash payment.

What do Self-service kiosks mean **for customers**:

- the absence of queries
- a smart way to stay safe
- quick payment procedures

What do Self-service kiosks mean **for employees**:

- elimination of routine work
- a smart way to stay safe
- better experience from interacting with clients

What do Self-service kiosks mean **for businesses**:

- better customer service
- uplift in client & employee satisfaction
- empowering brand credibility
- elimination of human mistakes
- employee work optimization

Most retailers could boast of the availability of the self-order solution even before the pandemic. We can easily use self-checkouts in [Walmart](#), [7-Eleven](#), or other stores. However, for entertainment and HoReCa players, it's a new approach suitable in post-Covid-19 time.

Such solutions are in demand because of their ability to cover customer service's weaknesses. Following Technavio's market analysis report, the [self-service kiosk market](#) size will grow by USD 3.33 billion from 2021 to 2026.

GLOBAL SELF - SERVICE KIOSK MARKET 2022-2026



Source: Technavio market research report

You may also like: [Cashierless Stores Refuse POS Software: Truth or Trick](#)

Wrap Up

Vendors always strive to improve POS systems following corporate clients' requirements and market conditions. But the crisis is not the cause to forget about this product. It is evolving with users, becoming Checkout Software implemented in Self-service kiosks, mobile devices, etc. Therefore, we can conclude that the Point of Sale system will not disappear. This software will continue to empower businesses with smooth integrations and the ability to supercharge customer experience.

If you need to receive a custom-developed Point of Sale system, [let us know](#). Our specialists will apply their expertise and knowledge to accelerate the achievement of your strategic goals.

Fill out the subscription form below to be the first who discovers core JEVERA's news and updates that might boost business performance.



What Software Can Ensure Your eCommerce Prosperity

Updated: May 24

This article will help you find out what software solutions can support your eCommerce business and make your online audience broader. We'll talk about an online delivery calculator, a real-time campaign management system, order management middleware, and contact center software. See how merchants are already using them to boost eCommerce.



[Privacy policy](#)

JEVERA Software · What Software Can Ensure Your eCommerce Prospe...

We're living in the age of eCommerce. Pandemic, wars, and other external circumstances taught us to buy online, avoid crowds in brick-and-mortar stores, reduce shopping time, and make the process more convenient.

For businesses, such a shift brought the blue ocean of opportunities as well. But the case is that challenges always accompany benefits. Companies are initiating the digital transformation process to go live in virtual mode, and they are using dozens of tools to accelerate it. But setting up eCommerce doesn't mean supporting eCommerce properly.

Here you will discover what software solutions can retain your audience, make your service more smooth, and bring real value to your merchant business.

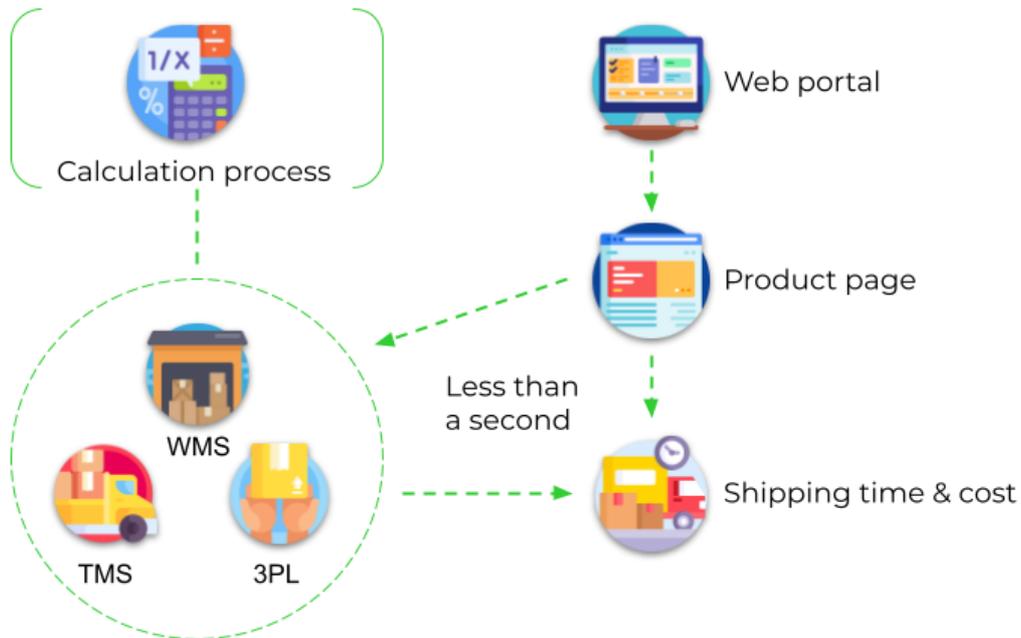
Top 4 Software Solutions You Should Use to Support eCommerce

#1 Online delivery calculator

All online stores have a [delivery calculator](#) to inform buyers about delivery terms. It's a built-in module calculating the actual time and cost of delivery for each SKU in an online product catalog. Ideally, it should handle input information and calculate the result in a split second. However, in most cases, companies use legacy software that can't cope with a large number of requests.

Let's imagine an ordinary business day. Your online store services 5.000 buyers simultaneously. All of them open catalog pages to order something. They want to know how long they should wait for their purchases. If you're using a legacy delivery calculator, some data could be lost, some calculations may be wrong, etc. It affects your clients' experience, but we hope they stay with you.

Shipping time & cost calculation



But what about holiday shopping, Black Friday, etc. The scale of requests would be massive. If you don't cover your delivery calculator's weaknesses, you risk losing potential revenue, business opportunities, and a significant part of your audience.

Recently we designed a custom online delivery calculator for a large national retailer. It can process countless requests simultaneously, transfer data in real-time, and integrate seamlessly with the rest of the back-office systems to ensure an excellent customer experience.

A robust real-time delivery calculator is not a compulsory element when you just begin your eCommerce journey. However, it would be a significant support when your audience becomes broader.

You may also like: [Farewell to Legacy Technologies: Delivery Calculator Case Study](#)

#2 Real-time campaign management system

Real-time campaign management (RTCM) software is created to accelerate marketing activity and make it much more manageable. Let's say you're a CMO of a large retail company. Every time you launch a marketing campaign, you should ask IT departments for help to set up correctly. This procedure slows down the process, affecting KPIs. Neither the marketing team nor the IT one has enough resources to cope with this overload.

Therefore, enterprises use the RTCM system, which allows marketers to launch & manage countless amounts of campaigns independently from developers. This solution creates a user-friendly environment for real-time creation and management of marketing campaigns where marketers can set up new projects based on a ready-made tech part. It doesn't require any specific knowledge from users except core working principles.

Online merchants need RTCM software because it:

- enables developers to devote time to more priority tasks

- allows to set up marketing campaigns easily
- provides marketers with real-time data about customer behavior
- simplify management process
- ensures the customized approach to each buyer

This kind of software would be handy for enterprises that have already transformed their business processes by building an optimized basis.

You may also like: [What Is RTCM And Why It Is Important?](#)

#3 Order management middleware

Order processing is always a challenge for merchants developing eCommerce. Customer demand is too dynamic and can be changed during the order process. But far, not every back-office system is ready to support such agility. For example, legacy ERP can't cope with changes in an online order; employees have to update order details, applying significant effort. Meanwhile, frequent requests can lead to crashes and downtime.

To put the customer-centric values and out-of-date systems into one box and make them work for global ultimate goals achievement, companies should use a middle level of software simplifying order management processing.

JEVERA empowered a sizable national store chain with a cutting-edge order management system that seamlessly connects microservice-based components and monolithic systems.

Order Management Middleware Integrations



Customer relationship management



Telephony



Warehouse & logistics software



Enterprise resource planning



HR management software

All orders go through the pipeline: communication channels - order management system - ERP, and other back-office systems. Before the final approval of order details, the one is processed by order management middleware. The solution takes all the order processing burden and shares only 100% accurate data. It allows retailers to reduce risks of human error and prevent downtime because of legacy software overload.

This kind of solution is suitable for both fast-growing companies and large merchants performing the step-by-step digital transformation.

You may also like: [Retail Order Management System In General](#)

#4 Contact center software

Now, online communication is the only way to provide a personalized touch to buyers. It helps offer relevant items, provides quality support, and increases revenue owing to up-/cross-sales. After the pandemic, some retailers switched to outsourced contact centers and ready-made software supporting the process.

Meanwhile, upgraded contact center software is vital for those who care about data safety and corporate values transition. In this case, managers request different vendors, like JEVERA Software, for assistance.

For example, we modernized legacy contact center solutions for one of the biggest national eCommerce retailers, serving over 10 mln online buyers. We managed to create a convenient software, boosting both customer and employee satisfaction. Owing to this solution, the merchant increased its up-sales by 50%, processing about 10.000 daily.

The robust contact center is what you need from the beginning because your interaction with buyers is your crucial asset. Make it quality & convenient for all involved parties, and you'll see how this approach can upgrade your online business activity.

You may also like: [Contact Center Software Migration To Microservices: Engineering Case Study](#)

The Bottom Line

Together we only began our journey to the brave new world of software that can support your eCommerce business. You can use many more such solutions depending on your business needs and customer demand. However, these four software solutions can totally change your approach to eCommerce activity, optimize related business processes and provide your business with steady development.

Let us know if you're looking for custom solutions to upgrade your eCommerce store. Our specialists will apply their knowledge and expertise to help you achieve strategic goals faster.

Subscribe to our newsletter to be aware of the latest JEVERA news, updates, and achievements.



Make All Items “Suitable” or How to Prevent Product Return

This article explains when and why product return might be a significant issue for eCommerce merchants and what retailers should do to prevent or reduce its level.

2022 has begun with shocking news. Following the media, eCommerce retailers expected over \$761 billion of merchandise to wind up back at stores and warehouses. It means that eCommerce skyrocketing led to a high level of product return.

Many shoppers abuse consumer rights to satisfy their temporary needs. This type of “rent” is common since people can use goods once or twice and bring them back, receiving a full refund.

The new scale of the good old issue made businesses look for solutions. Meanwhile, it's challenging to set up a strict Return Policy without impacting the customer experience.

Here you will find out how to back the product return level to normal and why custom robust software is the best solution to this issue.

Following the media, eCommerce retailers expected **over \$761 billion** of merchandise to wind up back at stores and warehouses.

Why is Product Return a Problem?

Working in the eCommerce segment, you know there's always room for issues. And none of them is critical until you can control its scale. Meanwhile, the situation with product return is a bit different.

We're living in an age where one event can change the way of doing business or the market conditions. Global economic and business crisis makes people return bought things because they can afford them. Meanwhile, some shoppers buy the luxury stuff for 1-2 days to show their prosperity during parties or other events. The next group of buyers has no opportunity to fit clothes or check electronics quality buying online.

There are a lot of reasons why people make products return. They always exist. But now, the scale of this “trend” turned it into a significant issue for retailers because of the following:

- product return interferes with the appropriate assortment creation
- it affects warehouse and logistics operations, creating a mess
- companies are unlikely to be able to sell a returned item one more time
- all the above reasons lead to reducing income

You may also like: [What Software Can Ensure Your eCommerce Prosperity](#)

3 Steps Helping Reduce Product Return Without Damage Customer Experience

Know your client. Better.

Customer-oriented service always requires attention to buyers' needs. Meanwhile, even this approach is powerless when it comes to product return. Merchants know for sure what items their customers lack. They can discover it by collecting and analyzing customer behavior data, getting relevant information by applying a loyalty program, etc.

But for example, clothing stores can't track what size, color, and model of an item would suit each buyer. It means that it's arduous for businesses to dive deeper into details. Moreover, this data is not so reliable as a basis for offering since appearance can change as well as taste preferences. Anyway, such little things still remain the core reason shoppers back their purchases.

Fierce competition and constant technological development show retailers new ways to discover more and more about their customers. Companies have started implementing IoT, trying to transform it into the full-fledged Internet of Behaviors. They try to collect more valuable data and create accurate data models to upgrade client profiles and predict the demand. Some companies have gone even further. Recently, [Think Tribe introduced smart electronic receipts](#) allowing merchants to boost sales. They also enable retailers to gather data about buyer preferences and periodically update customer profiles with new information.

To reduce product return, you should choose the relevant tech approach to help you know your customers better and support your business growth.

Apply intelligent software

The following option for reducing product return is to limit the reasons people bring the items back. As seen, buyers return clothes because they didn't suit, and the same goes for furniture or electronics. The core drawback of eCommerce is that customers can't see and evaluate a purchase offline. Therefore, their expectations do not always match reality.

You can also turn this weakness into your strength by implementing AR/VR-based apps like [IKEA](#) or [JD](#). Let buyers see how the desired item would look in their interior or how the latest model of sneakers will upgrade their image. Allow them to ensure that a washing machine will fit in a niche. This approach will play in your favor by expanding your audience. And yes, this way, you would be able also to reduce the number of requests concerning product return.

Transform your contact center

Let your contact center agents clarify the order details from the beginning and build an accurate database for further [order processing](#).

Unfortunately, employees can't cope with the overload usual for eCommerce by using legacy software. There's always room for human mistakes or system crashes. Therefore, the ultimate result might not satisfy the buyer's needs. Here's one more reason why people return their purchases.

Modernization of contact center software might be a reasonable solution to the product return issue. It allows agents to process each request attentively and use a one-stop-shop interface for convenient work. Elimination of routine and stressful work helps them focus on request peculiarities and prevent purchases from returning for you.

You may also like: [Contact Center Software Migration To Microservices: Engineering Case Study](#)

The Bottom Line

Product return stops being an issue under any conditions if you know how to reduce its level or prevent it at all. You have a variety of options to choose from. Meanwhile, we're offering you to pay attention to 3 above actions that would help you to control the purchase return process. Among them are:

- more profound discovery of your customers' preferences with the cutting-edge software
- usage of modern technology, like IoT, and AR/VR, to let people buy items that will suit them
- transformation of contact center software to make it convenient for agents processing order details

If you are looking for a proper solution to the product return problem - [let us know!](#) Our experts will advise you on the appropriate approach to supporting your retail business.

Subscribe to our newsletter to learn more about recent JEVERA updates, news, and achievements monthly.



eCommerce & Checkout Software: Overview of Their Common Story

This article highlights the use cases of checkout software in eCommerce businesses. Scroll down to discover why your retail or HoReCa business needs a checkout system to uplift eCommerce operations quality.

What would you answer if you were asked whether eCommerce needs POS or checkout software? My first thought was, "No, checkout software is definitely for offline business activity". How to match a "cashier workplace" with online shops?

But still, eCommerce needs a checkout system to support several essential eCommerce functions. Here I'm going to tell you more about a few of them.

Get ready to find out why eCommerce would never be the one we're used to without the upgraded version of POS.

You may also like: [Cashierless Stores Refuse POS Software: Truth or Trick](#)

3 Areas Where Merchants and HoReCa Businesses use Checkout Software for eCommerce

The only word: delivery

Imagine you ordered something via any eStore or Glovo, Uber Eats, or other delivery services. In such cases, you have two payment options: prepayment (with a card) and post-payment (with cash). In both scenarios, checkout software matters. Meanwhile, it remains on the second plan for post-payment.

During the prepayment process, checkout software freezes your money in a bank account and then - charges the total amount after the delivery. In this process, checkout software is the entry point allowing you to place your order. The first thing you do is scroll through the product catalog - then interact with the checkout system, no matter how far it's from your place.

Checkout system processes every delivery order: it receives input data and transfers it to several back-office systems, like:

- ERP to create relevant documents accompanying the purchase process
- HR management software to involve store representatives in the items collection
- warehouse management system to monitor what items are available for a delivery
- logistic software to build a courier route properly, ensuring fast delivery to each buyer

Therefore, it can be considered a core intermediary between the store and customer since checkout software receives order details, shares them with them, and charges the order amount due to integration with Visa, Mastercard, or other payment systems.

You may also like: [POS System Software: From A to Z](#)

Sale of excisable goods

One more eCommerce process where checkout software matters a lot is the sale of excisable goods. These item categories are under state authorities' control, so it's arduous to sell them when a company needs to provide real-time reporting to the tax office.

Meanwhile, checkout software can deal with this burden since it has a particular certified hardware component processing each order and notifying state authorities about the received revenue.

Moreover, a business based on excisable goods sales requires accurate tax reporting and proper taxation. Companies don't have an eCommerce business with alcohol or tobacco in most cases. It's too complicated to manage all the processes simultaneously.

However, for example, recently, Glovo opened new delivery options, including shops with excisable goods into a list of partners. One of the reasons why such an approach was implemented is the robust checkout system that can interact with tax authorities in real-time smoothly.

The way to de-escalate

Talking about the eCommerce delivery service, we can consider the checkout system as middleware, connecting users with the company's software. In case of any issue, it's almost the first one that initiates any actions from the merchant's side, like compensation or guarantee payment, item return, etc.

It's a crucial link in these processes since it aims to record each transaction and send accurate data to relevant state authorities.

Seamless operation of checkout software helps merchants and HoReCa business owners solve issues faster, retaining satisfied audiences.

You may also like: [Checkout Software: How Retailers Might Use the New POS Generation](#)

Afterwords

Checkout software is still a buzzword for most managers because we're used to the Point of Sale definition. Migration to eCommerce and online service provision made merchants and other businesses transform their actual software basis. They didn't know where to place the checkout system for eCommerce activity.

However, now you know at least 3 ways retailers and HoReCa representatives can apply checkout software to online business. Owing to the robust product, they can:

- organize a high-quality items delivery
- sale excisable goods effortlessly
- solve customer-side issues faster

If you're looking for cutting-edge checkout software to get the most out of your eCommerce - [let us help you](#). Our specialists will apply their expertise and knowledge to ensure the prompt achievement of your business goals.

Subscribe to our newsletter to be the first who discovers the latest JEVERA news, updates, and achievements that open new opportunities for your business.



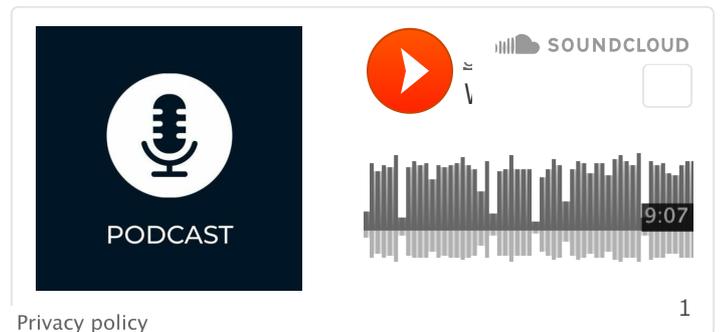
What Type of Outsourced Software Development is Better: Brief Guide for Businesses

Updated: May 24

Get ready to find out what differences are hidden behind onshore, offshore, or nearshore outsourcing development. This article will help you decide what kind of outsourced team is suitable for your business.

Gartner promises that the global IT market will grow to \$4.5 trillion in 2022 because of the high demand for IT services. Companies go beyond short-term crisis developments and start global projects. Of course, many of them cannot move forward without outsourced specialists, as in-house resources are often limited.

Choosing the outsourcing software development team, managers have three core options. They can cooperate with onshore, offshore, and nearshore engineers. In this post, you'll discover the difference between them and what type of team would be suitable for your company.



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JEVERA Software · What Type Of Outsourced Software Development Is ...

Onshore vs Offshore vs Nearshore Outsourcing Software Development: What's the Difference?

Talking about the models of outsourcing software development teams, the main distinction between them is their location. It creates several factors companies should consider before making a final decision. Let's find out what the peculiarities of each team are and how they affect the level of such team involvement.

Onshore Outsourcing

Onshore Outsourcing: Pros & Cons

Pros



#1 The same approach



#2 The same time-zone



#3 Live communication

Cons



#1 High service costs



#2 Limited range of talents

What is it?

The onshore outsourcing development team is located in the same country as their clients. It's like your ally is living near you. Convenient? And how! But for software creation, often it's not the most reasonable way because of high service cost. Therefore, onshore teams are less popular than offshore or nearshore ones.

Pros

#1 The same approach

It is easier for people living in the same country to understand each other. And it's not just about the absence of a language barrier but also psychological and behavioral peculiarities. Since fruitful communication is essential to a software development project's success, it is most likely that the onshore team can ensure it.

#2 The same time-zone

It is convenient for clients to work with a vendor while in the same time zone. This bonus simplifies communication, control over the development process, etc.

#3 Live communication

Regardless of the circumstances, customer-side managers and outsourced team members can communicate offline, organize joint events, etc. It promotes faster decision-making and a higher degree of mutual trust.

Cons

#1 High service costs

Usually, onshore outsourcing is costly for clients because both parties operate under the same market conditions. For foreign companies, such software development prices may seem affordable. But if the enterprises are parts of the same ecosystem, the project will require comparatively significant investment.

#2 Limited range of talents

It's one more disadvantage of interacting with a team living with you in the same country. Vendors rarely involve foreign specialists in cooperation because, again, it is expensive. Therefore, the supplier company will apply its existing background to your business situation. There is nothing wrong with it. But, for example, choosing an offshore or even nearshore team, you can count on extensive expertise and reach life & professional experience. Both of these factors matter for the creation of cutting-edge software solutions.

For whom it might be suitable

This approach fits companies that strive to reduce software development risks and want to make sure of vendor reliability using live communication.

You may also like: [Over Budget is a Perennial Problem of Software Development Market, But We Can Fix It](#)

Nearshore Outsourcing

What is it?

The nearshore software development team is located in your neighboring country. Many companies choose this approach because of the almost imperceptible differences in time zone and people's behavior. It provides customers with certain agility.

Pros

#1 Affordable service costs

Pricing, in this case, is variable and depends on the country of the vendor. However, working with a nearshore outsourced team, you can count on a pleasantly low hourly rate. Either way, you will have at least a few options to choose from.

#2 More talents involved

By enlisting the support of developers from a neighboring country, you can be sure that their experience and knowledge will be diverse. You have more opportunities to attract specialists cooperating with large foreign brands and having expertise in creating complex solutions.

#3 Low risks

This model is also suitable for companies wishing to minimize development risks. There's always room for attentive and convenient control. Moreover, you can also easily host live meetings with the team to remain on the same page. Neither distance nor time zone can stop you.

Cons

#1 Slight difference in behavior and traditions

It seems that neighboring countries are similar, but it is not so. The approach to work and negotiations for both parties may be different. It is crucial to understand the subtleties of behavior and the peculiarities of another culture and

consider them when choosing a nearshore outsourced team. Otherwise, they can cause misunderstandings and affect the final result.

For whom it might be suitable

A nearshore model is an excellent option for businesses that want to expand their horizons by attracting professionals with a versatile experience while avoiding significant risks.

Offshore Outsourcing

Offshore Outsourcing: Pros & Cons

Pros



#1 Wide range of talents



#2 Variety of options



#3 Affordable price

Cons



#1 High risks



#2 Management challenges



#3 Perceptible cultural differences

What is it?

Offshore software development is perhaps the most common type of outsourcing, where customers and vendors are located in different countries. For example, the US-based company can involve the Indian team in software creation. It opens unlimited opportunities for customers and allows them to choose the most suitable vendor.

Pros

#1 Wide range of talents

Before deciding on this type of team, the customer considers different options and can evaluate the background of each specialist. Based on the experience relevance, the company is likely to make the right choice and entrust the development of pros in this area.

#2 Variety of options

One more visible pro: businesses have the opportunity to choose a team that will suit absolutely all requirements: first-rate specialists, low hourly rate, convenient location. Of course, the effectiveness of these developers will show up

during the development cycle, but the company may find people who fit it in all aspects.

#3 Affordable price

Sure, customers can go through the global market and involve experienced specialists working for reasonably modest money. The difference in living standards will allow the company to cut the investment for development without saving on product functionality. At the same time, customers can leave developers satisfied. Win-win.

Cons

#1 High risks

When choosing offshore software development, you should understand the level of risk. You will most likely never see your partners offline; force majeure can interfere with the project, etc. It is not just about the vendor's reliability but also about external circumstances that may affect the work process in a particular location.

#2 Management challenges

Managing people from a distance is a special kind of art that companies are beginning to master, moving into a hybrid work mode. Your managers need to be ready for the realities of remote collaboration and be able to solve issues through the laptop screen.

#3 Perceptible cultural differences

Different languages, cultures, and customs can become a significant difficulty on the way to the results. It would be best to choose a team that you feel comfortable with. Minimizing the influence of cultures on the process of communication and development is one more challenge that needs to be dealt with.

For whom it might be suitable

Offshore software development will fit companies with real experience in remote project management. It is the option for those looking for a multinational team with a solid background and who are not afraid of challenges.

You may also like: [Can Business-Side & Developers Reach Common Ground?](#)

The Bottom Line

Vendors cannot always be onshore, offshore, or nearshore. It often has an international B2B audience and can have a certain status for each client (depending on its location).

Each of these approaches has its advantages and disadvantages, but you need to focus on your needs and abilities to choose the only correct option.

Are you looking for a reliable vendor regardless of its location? We're here to help!

Tell us about your business issues, and our experts will advise you on the most reasonable way to solve them.



Make Innovations Play in Your Favor - Begin With the Staff

Updated: May 24

This article will help you understand the role of employees in the proper implementation of innovations. During the next few minutes, you'll discover more about changing staff's attitude to transformation and making them ready for it.

"Employees are not ready." This conclusion usually comes to mind of CEOs or CTOs when innovation is implemented, but performance isn't changed. Often this obstacle is the main reason for zero ROI.

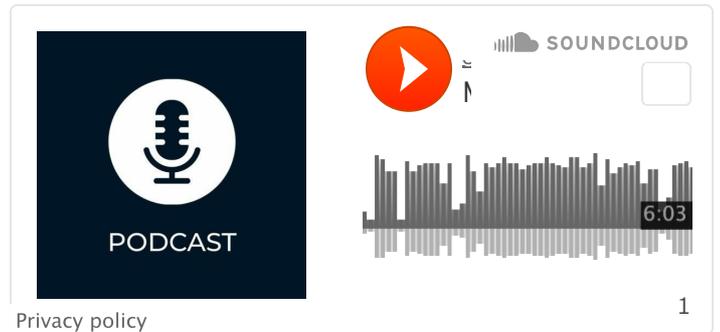
In pursuit of a broader audience, better productivity, and higher revenue, management often misses the main thing: software is powerless without relevant employee attitude.

Scroll down to discover how to prepare your staff for innovation step-by-step and make them ready for any change in the software ecosystem your business needs.

Why Employees Don't Like Changes and What to Do With It

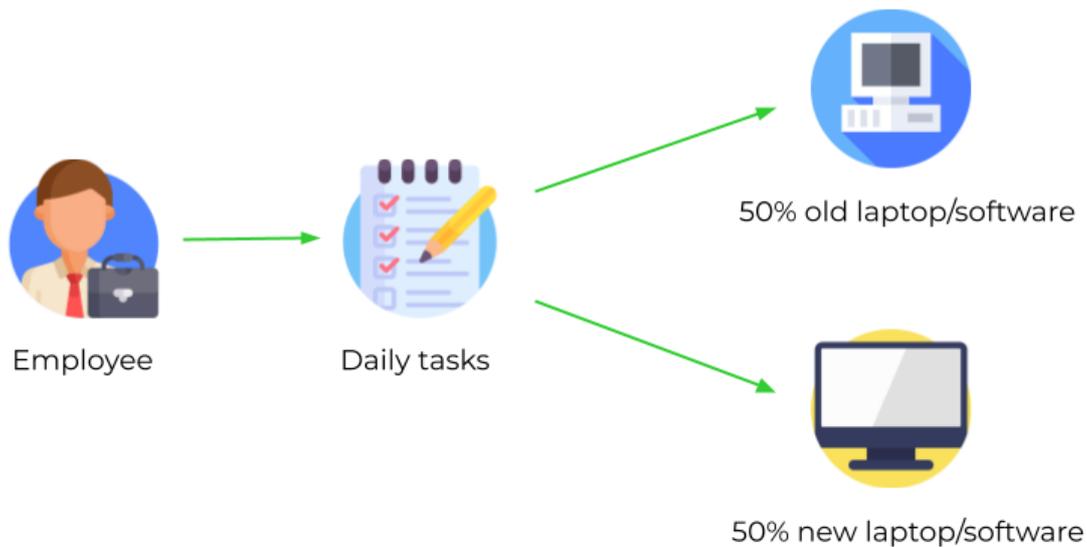
All people are conservatives. It is inherent in our nature. We avoid situations making us get out of our comfort zone. We try to postpone something innovative or refuse to throw away old jeans and replace them with new ones. Why? Because "old" means "reliable and proven." Living in this crazy, dynamic world, we want a little stability.

When you bring your co-worker Jeffrey a lightning-speed laptop instead of a "dinosaur" PC and say he'll be using it for work, Jeffrey may be unhappy. In case he has never worked with such a device, of course. Let's imagine that he hasn't. So, what would be the next? - He will pretend to work on a new device, but on the sly, he will work overtime performing his duties using the old PC.



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Daily routine



Yes, we are not enthusiastic about changes for which we are not ready. This rule would be applied to any innovation that you implement. Unfortunately, despite its convenience and usefulness, it will not be able to cope with human nature. But you can.

You may also like: [Why Software Became a Central Point Ensuring Employee Well-Being in Retail](#)

Top 3 Ways How to Change Employee Attitude to Innovation

#1 Dive into their needs

As practice shows, not only your business needs matter. For example, it's arduous to promote smart carts in a convenience store when buyers don't need them there. Maybe managers need such innovation to satisfy business ambitions and go beyond the competition. But it doesn't work this way because clients won't use it and understand its purpose.

Before implementing changes, upgrade your software or replace it - discover whether your employees need it.

Often, staff doesn't understand that it requires something new to simplify daily work. So, you should dive deeper into your business processes and workers' routine to predict what solutions will make employee life easier, boosting your business simultaneously.

#2 Organize training before going live

If you're convinced that innovation will bring value to everybody, but your employees don't understand it - no worries. You can always prepare them for changes by explaining the pros of new work conditions.

You should show them the demo version of a solution and tell them more about its pros and meaning for further business development.

Follow the simple steps below to organize the training process in the right way:

- collect the relevant information about the future innovation
- discover the core principles of its operation
- create fascinating training materials that can engage your employees
- try to explain complex things with plain language
- invest your time and money in training
- pay attention to the core benefits of the innovation
- let each involved employee try a demo-version of the new product
- check the staff readiness by conducting a small exam or poll

When you take care of employee experience as well as you care of the customer's one, staff's negative attitude to innovation will never be an obstacle for you. Some time spent on attentive training can totally change the opinion of your people.

You may also like: [Retail Employee Engagement Solutions: Overview](#)

#3 Create a knowledge base

Did you know that you can prepare employees for any innovations from the very beginning of your cooperation? It's possible owing to the end-to-end knowledge base. The best way to grow innovators inside the company is to educate them from day one. This approach will save your efforts and investment in the future.

Use the following tips to create a favorable educational ground for your employees:

- collect and consolidate information about all your business and operational processes
- divide it into sections to make the learning easier
- include there all valuable data that might be useful for workers
- give people some time for self-education during the business day
- brainstorm with your team to see its involvement and readiness
- encourage employee ideas and desire to implement innovations

The knowledge base is a powerful tool that can prepare your staff for dynamic business and innovations, cut time for onboarding, and educate employees without frequent management involvement.

Afterwords

It's not easy for people to adapt to a new reality. Before implementing innovations, you should remember that and do your best to make this transition smoother for employees.

To sum up the above, you have at least 3 ways to prepare your staff for changes, saving their excellent employee experience and even engaging them to work.

You should:

- understand their needs
- organize training before going live
- create a robust knowledge base

This approach will help you stay on the same page with your people, investing in their education without extra effort. Meanwhile, the range of professionals and enthusiasts you grew won't tailor to innovation any more. They will run it.

If you're looking for support in this area - [drop us a line](#). Our experts will provide you with valuable insights on preparing employees for new work conditions.

Subscribe to our newsletter to discover JEVERA news, achievements, and offers that can bring more benefits to your business.



The Proven Way to Create a Robust Contact Center

Updated: Jun 7

Modernization of contact center software as a part of a digital transformation strategy or a step toward a solution to business issues remains a hot topic. Companies try different options starting with the component replacement and ending with the replacement of the entire software.

Meanwhile, we found a more reasonable way to boost the contact center and help your company to broad audiences. You can empower your legacy software with middleware. Read on to discover what it can provide you with, where it would be suitable to apply it and how it matches the entire architecture.

You may also like: [Expectation and Reality: What Contact Center Will Suit Your Clients?](#)

What Magic Component Can Turn Legacy Contact Center Into Modern and Highly-Scalable

Why Middleware?

You probably know that middleware is a middle layer of software connecting different solutions and reducing their burden. It's reasonable that this approach can upgrade contact center software since it's able to turn products with limited functionality into a connected ecosystem with various features.

In case of a content center upgrading, middleware is capable to:

- ensure high scalability and opportunity to work with any-scaled overload
- improve employee productivity and experience due to a convenient interface
- help you uplift your sales via multiple channels
- boost customer satisfaction and experience
- process massive amount of data simultaneously
- ensure smooth integration between all solutions you use

You may also like: [What Middleware Is And How It Works](#)

How Middleware Can Ensure High Contact Center Productivity

We asked **Ievgen Chupryna, Solutions Architect at JEVERA**, for help to find the answer.

MS: What core components does an ordinary contact center usually comprise?

IC: Well, businesses apply different variations of contact center software, beginning with ready-made solutions and ending with fully custom ones. That's why there's no versatile toolkit that covers everything. However, we could confidently say that each contact center uses customer service telephony, CRM, ERP, and other back-office systems to provide high-quality support. This way, customers can contact agents via suitable channels, and the last ones, in turn, can ensure the relevant support via access to all available corporate systems.

MS: What challenges might businesses face using contact center software?

IC:

#1 Limited functionality: First, companies aren't always working with intelligent solutions because of their cost. For example, they can choose telephony or other components with limited functionality. They should set up plugins to build relevant integration points and connect the product with the other contact center components.

#2 Legacy components: The following challenge is legacy technology. The IT world is too dynamic. It offers new tech stacks, technologies, and solutions to boost operations. Business giants apply them because it looks affordable. However, it's challenging for most mid-sized and small companies to catch up with the leaders in this race by using the same techniques. They are looking for other solutions: less expensive and equally efficient to provide more value to their customers. Meanwhile, it's complicated to implement something new, like a microservice-based product to a monolithic software base. It requires effort and time.

Moreover, legacy technologies have significant drawbacks, slowing down business development. Once, we worked with a company whose legacy software crashed on Black Friday. The client lost vast revenue and had to fix the situation immediately.

#3 Poor employee experience: The last challenge is employee satisfaction. Agents' work is entirely stressful. Moreover, they have to use dozens of tabs accessing all involved back-office systems to serve customers properly in ordinary conditions. It makes the operation monotonous and leads to fast burnout, which means - employee turnover.

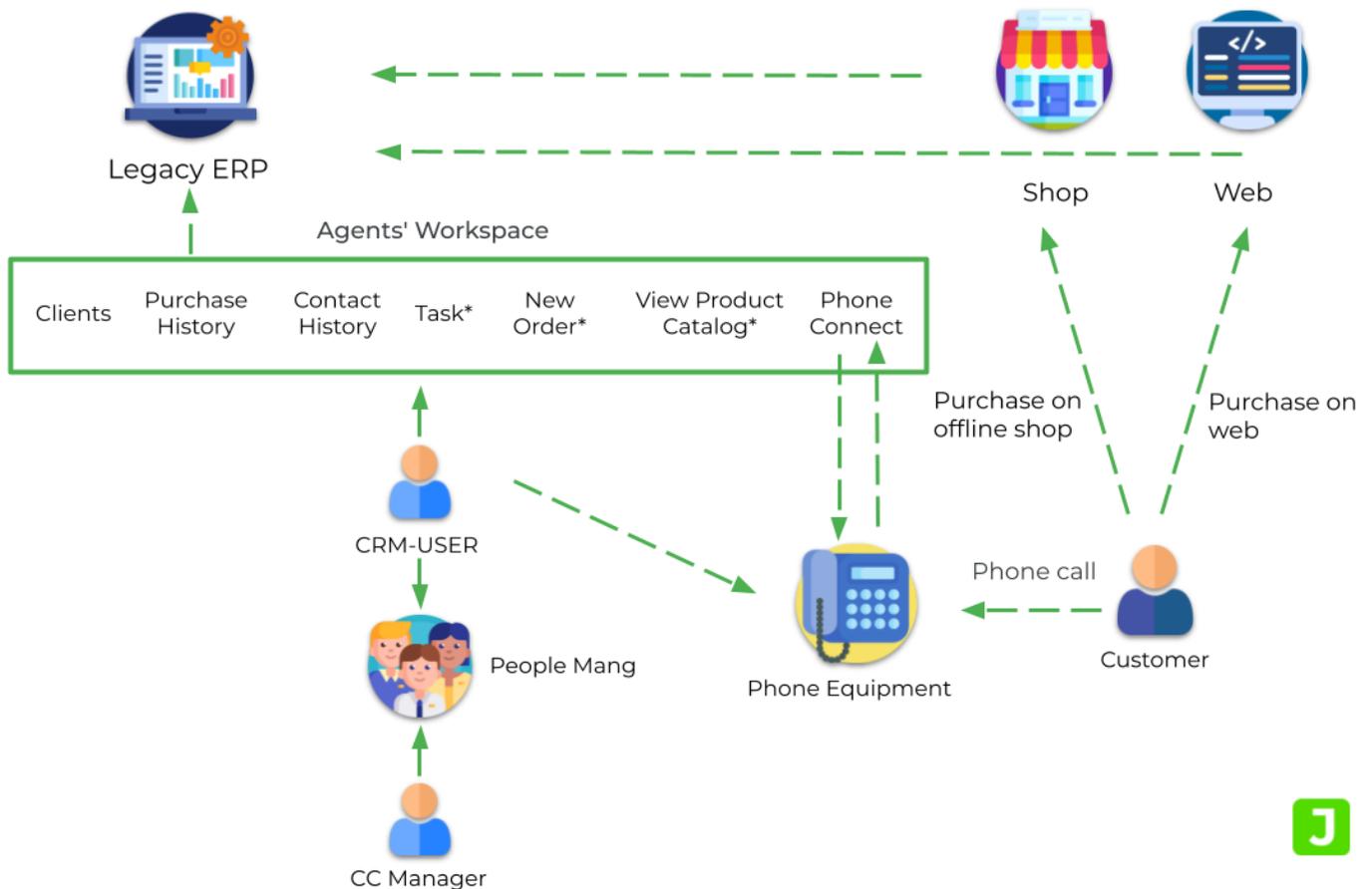
MS: Can middleware fix the above issues? If so, how exactly?

IC: In most cases, yes. Let me illustrate the situation. Imagine that you're a retailer using telephony with quite limited functionality and legacy back-office systems (primarily ERP because it's responsible for all trade operations you conduct).

You have both brick-and-mortar stores and eShops, so no matter what buyers will reach you (offline or online), you can help them solve their issues. You have several agents and managers measuring their performance and quality of communication. With this input data, you can process a certain number of requests daily. But what if your business is



fast-growing? Or what if the coronavirus is coming and your online audience has grown exponentially? - Yes, you'll face the above challenges.



If you place a one-stop-shop middleware between agent and legacy back-office systems, you'll see how it will affect the business processes from day 1 after implementation.

Let's imagine that this one-stop-shop dashboard provides your agents with effortless access to the client base, purchase history, contact history, task manager, new orders form, product catalog, and phone connection. You can integrate your telephony, CRM, ERP, and other contact center components with middleware via APIs.

MS: What are the pros of middleware usage in this case?

IC:

- Middleware will deal with overload, providing legacy back-office systems with accurate data to process. No matter how many requests you serve per day, your out-of-date systems will not crash.
- Middleware could be the entry point of any innovation implementation. For example, you want to apply microservice-based tools, IoT, or AI technology to your legacy base. It wouldn't be a problem anymore because middleware is about seamless connection.
- You can ensure excellent customer support service and build an agile software base without applying costly solutions or technologies.

- You'll be able to perform step-by-step migration to microservices without damaging your business since, as I said before, middleware is about connection.
- Agents would have a convenient work environment that turns their monotonous work into a highly efficient and fascinating one. They will have all the information in one place. It can affect their experience and attitude as well as the average time of interaction and level of sales. Because when employees work in convenient conditions, they can provide relevant support faster and offer customer-centric options to buyers. This approach will ensure your company with a new revenue stream named "online cross-/up-sales."

You may also like: [Contact Center Software Migration To Microservices: Engineering Case Study](#)

Afterwords

Middleware is the answer to most challenges companies face when marrying legacy and modern software. Businesses should apply it to connect different tools and turn several solutions into an agile and highly-scalable ecosystem.

Middleware suits contact center software better than other options because it ensures an efficient modernization to provide services effortlessly, without downtimes, employee burnout, etc.

If you're looking for a way to upgrade your contact center by applying middleware - [let us know](#). Our specialists will share practical solutions and valuable insights, helping grow your business faster.

Subscribe to our newsletter to learn more about recent JEVERA updates, news, and achievements monthly.



Expectation and Reality: What Contact Center Will Suit Your Clients?

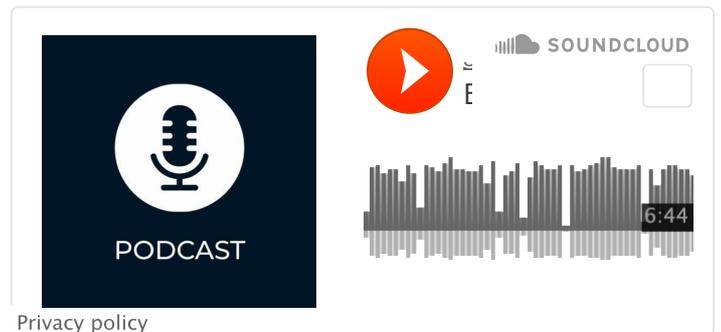
Updated: Jun 19

If clients are the biggest value for businesses, a contact center is the most suitable way to retain and engage them.

Digital channels became the only way of communication with the audience because of the pandemic. Therefore, companies strive to upgrade their contact center software to make it efficient. They provide an omnichannel approach and create different ways to make their support convenient: set up live chats, chatbots, virtual agents, etc.

Following Deloitte, 75% of contact centers will migrate to the cloud and implement AI in the next two years. Managers are convinced that modern technologies can ensure a better customer experience. Sometimes, they believe that moving with time is all they need to satisfy clients.

Here, we will discover whether the above tech rush is enough to provide client-oriented attention and support. Or maybe the audience is waiting for some more? Scroll down to get to the root of this issue.



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JEVERA Software · Expectation And Reality: What Contact Center Will S...

What Contact Center Do Companies Want to Build?

Let's imagine a perfect contact center for companies. What is it?

This software should be flexible, highly scalable, and intelligent, considering trends and relevant demand. Moreover, it should be oriented toward convenient communication channels like social media platforms.

Companies want to reduce the level of agents' involvement in customer support, replacing it with chatbots and virtual agents operations. They often bet on video chats, believing that face-to-face communication will support the quick resolution of any problem.

Enterprises shift customer relationship management and IVR systems to the cloud and perform legacy modernization to get accurate analytics, interaction recording, management of knowledge, and workforce. In addition, they implement 5G IoT to increase the speed of service provision.

Putting it all together, the perfect contact center:

- is cloud-based
- serves a wide range of digital channels (while reducing the number of direct interactions with agents)
- handles a large number of requests simultaneously

- supports 5G, IoT, AI, AR/VR technologies
- requires minimal agents' involvement
- provides basic support via a voice assistant or a chatbot

The perfect **CONTACT CENTER**:



Is cloud-based



Supports 5G, IoT, AI, AR/VR technologies



Serves with a range of digital channels (while reducing the number of direct interactions with agents)



Requires minimal agents' involvement



Handles a large number of requests simultaneously



Provides basic support via a voice assistant or a chatbot

Wow, it's not easy to create a perfect contact center. Companies should care about dozens of components and obstacles. Anyway, they continue to invest their resources to surprise customers, collect more valuable data on their behavior and reduce operational costs.

Well, I'm sure they will succeed in the last two points. But what about customer experience?

You may also like: [Contact Center Software Migration To Microservices: Engineering Case Study](#)

What Contact Center Will Satisfy Customers?

Unlike businesses, customers don't chase tech accomplishments. Instead, they need real-time assistance, live communication, and a quick solution to their issues. Of course, it's up to companies how to satisfy these needs. But enterprises shouldn't lose sight of their customers to pursue innovation and a better position in the market.

The contact center your customers will like:

- is highly scalable and microservice-based
- supports all communication channels convenient for your audience
- uses bots, virtual assistants, 5G, IoT, AI, AR/VR in cases when they help both customers and the company achieve goals
- works owing to people (agents), applying efficient software to provide quality support

A Couple of Lessons Helping You Create Client-Oriented Contact Center

Lesson 1. Do the contact center you can afford. Do it, thinking about clients. Do it perfectly

Super-powered contact centers are not suitable for all. Sometimes, they fit just companies that launch them and vendors creating software for them.

Recently I faced some difficulties in communication with one global flight company: it changed my flight time.

To confirm my intention to fly considering the new condition, I had to contact with customer support in any convenient manner.

I saw the available video-chat service on its website and decided, 'yes, that's it!' Anyway, that service didn't work at all. I tried to call via smartphone, but the line was always busy.

I solved my issue somehow. But that difficulty taught me that companies shouldn't follow trends; they should create 100% quality contact center software suitable for their audience.

Lesson 2. Only a human can understand another human

Admit that we remain old-fashioned despite the digital era. Sure, the perfect contact center looks great. But the case is many users are annoyed by machine answers. They don't help clients.

Consequently, customers ask the bot to switch to the agent after losing a few minutes of valuable time. The solution is simple: only a human can provide customer-centric support.

There is an excellent neo-bank in Ukraine named [Monobank](#). Sure, it provides agile, client-oriented financial service. But its customer support agents are its real pride. They can resolve customer issues quickly. They keep going "singing" your favorite song with text messages once you've written the first line. They can joke, sympathize and cheer. For customers, it matters much more than ten super-powered intelligent virtual assistants.

It doesn't mean that bots aren't efficient. Following the Insider, about [40% of internet users](#) prefer interacting with chatbots to virtual agents. Anyway, don't ignore the role of agents for your clients.

Make your agents your main asset. And support them with robust and intelligent software. Unfortunately, only a few companies get their priorities right.

You may also like: [Telecom Legacy Contact Center: The Story Of Transformation](#)

Afterwords

The best solution for companies, in this case, is the golden mean. Your task is to combine the ideal and real model of the contact center in such a way as to satisfy customers and company needs. It is a quite difficult task that requires time and investment. But the result is worth it.

Are you looking for a reliable vendor to build or upgrade your contact center? Let us know! Our specialists will apply their expertise to create robust, client-oriented software for your business growth.



Mary G. Stokes · Jun 6 · 4 min read

Iryna Manukovska CMO @ JEVERA To Speak At Women In Tech Global Conference 2022

JEVERA is happy to announce that [Iryna Manukovska](#) has been selected as a speaker at the Women in Tech Global Conference 2022 June 7-10, the third edition of the largest virtual-first tech conference for women, minorities, and their allies in tech.



Iryna Manukovska is a Marketing & Strategy Executive who is focused on creating new products, services, and processes, improving old ones, and finding new applications for existing ones. For the last 17 years, Iryna delivered innovation and changes inside the organizations. Proud owner of a Global SABRE Awards for the best PR campaigns in the world in 2012.

She has started her career with national auto-racing championships management, has worked in the publishing industry, was responsible for delivering communicational & marketing services at Ogilvy Public Relations for both local & international clients, and ran her own business in the creative area before she has joined JEVERA software solutions in 2021.

“Help people and organizations GROW is my motto”, says Iryna.

Since 2010 she works as a contemporary artist and recreates stories of fighting with change demons in color, layers, and shapes in oil <https://www.skyart.gallery/>.

During the global Women in Tech event Iryna will tell about her experience of mastering a totally new professional area and how are boost creativity as well as prevent burnout.

Starting from personal energy management to giving the body and mind power to change. Continuing with tips and personal experience on staying focused on new staff in the daily rush. Finishing with a supportive community and creating new beginnings ambassadors from family and friends.

- Where to find supportive community and ideas for next career plans
- How to manage personal energy to have enough for change
- Ways to stay focused on new projects in daily routine

The Women in Tech conference is aiming at uniting once again 100 000 women from all over the world and will launch on June 7 and run through June 10.

Iryna's talk will be on Key Tech Summit on Thursday, June 09 - 8:10 AM EDT/New York (3:10 PM Kyiv time). You can get [conference tickets here](#).

The theme for this year's conference is evolving around Technology Leadership, Tech Innovation, Career Growth, and how we can make an impact and shape the future together. These topics will be addressed in the form of three virtual and one hybrid summit across various locations in North America and Europe.

Virtual Summits:

June 07 [Chief in Tech Summit](#)

June 08 [Key Tech Summit](#)

June 09 [Career Growth Summit](#)

In-person Summit:

June 10 [Global Impact Summit](#)

#WTGC2022 will feature tech professionals, industry innovators, around 5800 WomenTech Network Ambassadors from 172 countries, and more than 500 speakers from all over the world. Some of the speakers are the most accomplished executive women in tech, such as Hanna Hennig - CIO at Siemens, Elaine Zhou - CTO at Change.org, Wendy M. Pfeiffer - CIO at Nutanix, as well as tech leaders across all levels from companies like Amazon, Google, IBM, Meta, Microsoft, and many more.

Get Inspired, Make an Impact, Shape the Future

“Amidst the pandemic, when the world reached the peak of sadness and lockdowns, we provided a safe space for 141000+ women and minorities to share, learn and unite. For some, it provided hope, for others new job opportunities, and for us a way to continue our mission.” says Anna Radulovski, Founder and CEO at WomenTech Network, and further continues “This year, more than ever, our focus is on building an inclusive, equitable and sustainable world. This is why open collaboration is an important part of the conference. It enables everyone

participating to act as a catalyst for women to become part of the solution by leading with purpose and impact and providing a way forward, beyond the pandemic”.

“Making things globally demand two core things: clearness and flexibility.

A mission big enough to encourage regardless of cultural difference, a vision adjustable enough to be implemented with different means and resources accessible worldwide. Women in Tech has both. This is community based on support and collaboration. I’m happy to be a part of it and share my story to inspire and support other”, - Iryna Manukovska, CMO at JEVERA software solutions.

The premier online conference will give participants access to top names in the industry through inspiring live keynotes, engaging panels, technical workshops, a career expo, and virtual face-to-face networking sessions to learn through actionable advice, gain practical experience, expand their network and grow their tech careers.

Organizations supporting WomenTech Network events are working towards a more diverse and inclusive tech industry, making more than 10000 scholarships possible for deserving individuals to join the conference. Among this year’s top partners are GE Healthcare, HP, JP Morgan, Palo Alto Networks, Split, Wing, Wise, Yelp, and many more.

With hundreds of events organized, Women in Tech Ambassadors across all continents, and a truly global focus, WomenTech Network has targeted to provide a stepping stone for women in tech at any stage of their career wanting to connect with likeminded people, inspiring speakers, leading tech firms and innovative startups that make it their mission to drive positive change and to foster cultures of diversity, inclusion & belonging.

The virtual event platform will run again on state-of-the-art technology provided by Hopin and will offer plenty of networking opportunities. Additionally, the partner and career expo will provide attendees with a way to connect with companies that support the WomenTech Network and currently are looking to hire.

Get tickets here: <https://www.womentech.net/women-tech-conference>.

Apply for a scholarship here: <https://www.womentech.net/apply-for-scholarship>

Join us again on the mission and raise awareness on Twitter, Facebook, and LinkedIn to bring 100 000 women together to drive change with purpose and impact.

Anyone interested in joining WomenTech Network can find details of all the global events, news, and updates here: <https://www.womentech.net>. For partnerships with WomenTech Network connect with Anna Radulovsski or write via email to partnerships@womentech.net.

About WomenTech Network

WomenTech Network is one of the world's largest communities for women in tech with more than 60,000 members and 6000 ambassadors representing 172 countries. Since 2018 its founders have engaged +500,000 tech specialists to join in building a diverse global community inspiring and reaching +1.5 million people in 2021 alone.

The Network’s mission is to empower communities of talented and motivated women in tech through leadership development, professional growth, mentorship, and networking events to make a difference by building impactful and inclusive technology, while introducing them to like-minded people, inspiring speakers and opportunities at leading companies and innovative startups that aim to create diverse teams and a culture of belonging.

More information is available at <https://www.womentech.net/>

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<https://www.womentech.net/about/about-us/media-room-assets>

Speaker and other visuals:

<https://drive.google.com/open?>

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By People For People or How the JEVERA Team Is Working on the United Nations Granted Project

Updated: Jun 20

This story began long before the Russian invasion of Ukraine. One of our clients, a non-commercial organization, requested our help with their initiative to create a space for the private sector, simplifying the selection of partners. Sure before these shocking events, we were going to implement it in a bit different way. But still, the war came and made us change our approach.



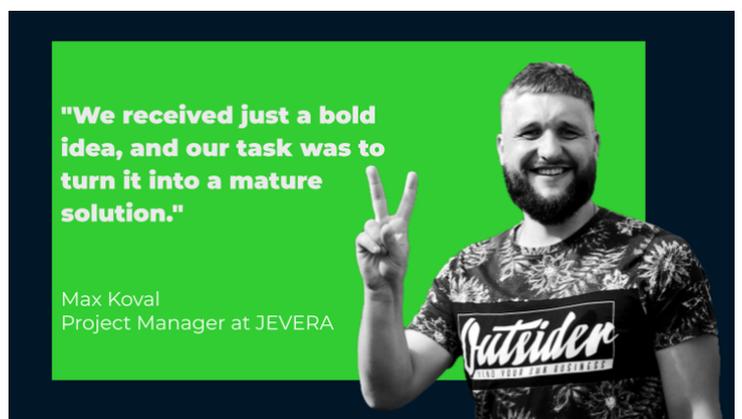
Ukrainians and Ukrainian businesses faced a massive humanitarian and economic disaster. It's not a secret that everybody in Ukraine now is striving to help us survive in any possible manner. Each of us has our fronts and struggles.

You may also like: [What can I do against the war: story of IT company from Chernihiv resilience](#)

Meanwhile, companies and ordinary people joined forces to help out everybody who needed support. Agree that it would be impossible to deliver body armor without business involvement: somebody should produce it, and others should take care of delivery.

We took the initial idea to turn it into a basis for synergy of public and private sectors for quicker partner selection, efficient collaboration, and accurate reporting. From March 2022, JEVERA and its partners, including [XME.digital](#), have been doing their best to launch the full-fledged product faster.

"We received just a bold idea, and our task was to turn it into a mature solution. It's really challenging since this process requires deep knowledge and creativity. Meanwhile, our team members are happy about it. All of us have the motivation to go live faster. The development process is quite quick, like in best theoretical books. We created MVP after 2 weeks of intensive building. It's because of the huge effort of the JEVERA team and easily customized XME. fast code platform's features, of course."



Max Koval

Our vision matched the United Nations' goals concerning solving the Ukrainian economic crisis. The authority chose our project as worthy of its annual grant. It was a significant achievement for all involved parties because we feel the scale of responsibility.

"I was inspired that we received a grant from the United Nations. It means that our work matters for all Ukrainian people and all people worldwide since this solution can change the usual approach to business negotiations and partner selection."

Taras Savitskyy
Java Software Engineer at JEVERA Software

So what is the solution about?

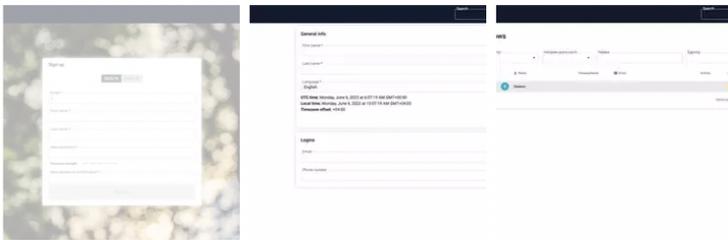
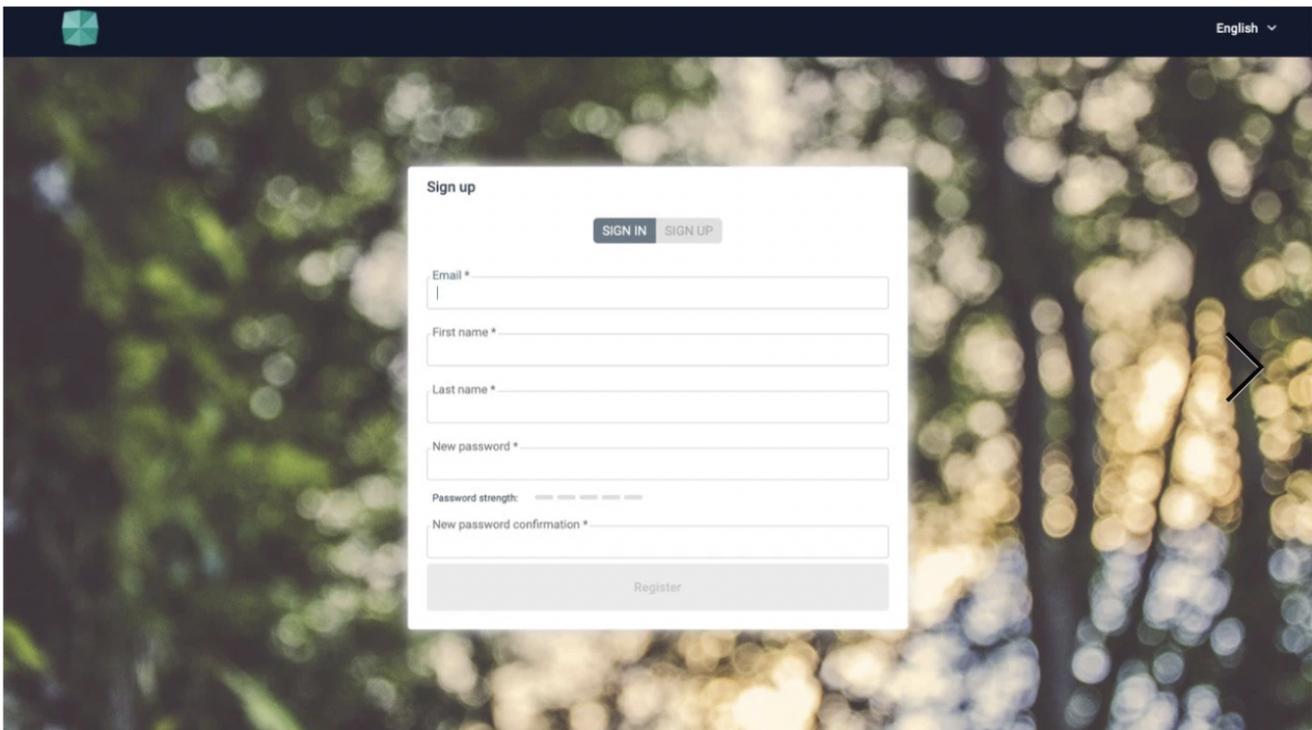
We're creating one platform for business relation-building and a mobile application to manage warehouses properly. Together, these products can improve:

- the contractor's selection by making it times faster
- the monitoring of proper obligations fulfillment
- the cooperation between public authorities and business
- the warehouse & logistics processes
- the involvement of investment

"This project is an opportunity to help volunteers, investors, and other participants to systemize processes, boost work efficiency and simplify additional but time-consuming tasks if performed manually. Time is the most valuable asset, and we should optimize its usage now."

Olena Skoropys
IT Business Analyst at JEVERA Software

After three months of work, we've already presented a significant part of ready functionality to the client and future platform users. Now it's time to wait for feedback. Meanwhile, we're confident this solution will become a significant step toward Ukraine's recovery.



"As we created the tech requirements ourselves, my task was to validate them and create the concepts of their realization. XME.fast code platform's elements help us out since it's much more efficient to focus on customization than on development from scratch. We saved time, so Ukrainian people and businesses will receive support faster."

Ievgen Chupryna
Software Architect at JEVERA Software



"It was a great experience to work side-by-side with various people aiming to achieve the same goal. We did a unique and high-quality job when working with data and their visualization."

Taras Savitskyy
Java Software Engineer at JEVERA Software

An analysis of new solutions' functionality shows that it might bring more value not only for Ukrainians but for all businesses around the globe. They will support digital transformation and the desire to accelerate business processes. In turn, it means faster time-to-market, better customer experience & CLV, and empowerment of competition by digital methods.

"To be honest, I didn't aim to affect the global supply chain or business development. Because, the first-priority task here is to save Ukrainians. Meanwhile, I'm sure that this approach is necessary for all businesses worldwide since it would help them cope with challenging situations under any conditions, including force-majeure."

Olena Skoropys
IT Business Analyst at JEVERA Software

You may also like: [How Businesses Can Deal With the Last Mile Issue: Suggestions from Ukrainian Volunteers](#)

Wrap Up

The JEVERA team appreciates this project for a new experience, attitude, and conditions. It shows that each human's actions matter, and people should apply them for good. High responsibility and challenges motivate us to come to the rescue as soon as possible.

Olena Skoropys, IT Business Analyst at JEVERA Software, shared,

"For me, this project provided an opportunity to apply over 15 years of my background in tax consulting, work with various ERPs, and understanding of business processes."

Well, each of us shows our capabilities and the power of real motivation here. For some, it is an excellent start to a career; for others - us a chance to apply knowledge and own development ideas.

But for everybody, this initiative is the opportunity to save Ukraine in the way we can.

Subscribe to our newsletter to learn more about recent JEVERA updates, news, and achievements monthly.



Mary G. Stokes · 3 days ago · 2 min read

"The coverage is incredibly reliable and is critical to our success", the CIO of SEAD Software

A couple of weeks ago, Clutch conducted an interview with Eric Wright, the CIO of SEAD Software, and published a customer review on [JEVERA's profile](#) on the platform. In his review, Mr. Wright describes the solution SEAD Software is developing teamwise with JEVERA and dives deeper into the partnership details between the two companies.



About SEAD Software in brief: "At SEAD, we provide our customers with Data Analytics, Business Intelligence, and Process Automation as a subscription-based service", shares Eric Wright.

Customer Review Summary

"JEVERA Software Solutions has created a POC for a cryptocurrency-related project in 2 weeks, beating the long-term deadlines of competitors. They've exhibited smooth project management, allowing the client to track bug fixes, feature improvements, and funding. They're accessible and honest."

Business Challenge SEAD Software Was Facing

"To support the demand for our services, we needed to create a platform that would allow us to quickly build relational databases, web-based data entry forms, REST API connectivity to the underlying data, and a role-based permission web portal that could be customized to our clients desire.

The goal is to create a low/no-code platform that could allow a DBA to do their job more effectively and take on programming tasks that would otherwise not be able to do."

The Provided Solution

"We started with the basic concepts needed for our portal which were administrative and connectivity to our existing BI solutions. We then focused on creating a solution for our team to quickly create databases and data entry forms without writing any code, allowing us to create custom environments faster with fewer mistakes.

The next major step was to allow easy access to documents (PDF/CSV/JPG) and data via a REST API that would be automatically created when designing these systems. Our development is ongoing and now based on feedback from our customers and preparing the platform to be productized."

Business Results

"We were able to create a POC for a cryptocurrency-related project in 2 weeks, in which all our competitors provided a 3-4 month timeline to mirror. This is the power of the platform that JEVERA has been instrumental in building. In order to achieve this, JEVERA was required to deliver new functionality to the platform within that 2 week period.

They did so with very little notice and were able to navigate the aggressive deadline without missing any of our long-term deliverables."

Click [HERE](#) for more details.

JEVERA Software Solutions Reviews

4.9 ★★★★★ 8 REVIEWS

4.5 ★★★★★

"JEVERA has an impressive ability to adapt to our software's different requirements and aspects."

CIO, SaaS Platform

✓ Verified Review

5.0 ★★★★★

"The coverage is incredibly reliable and is critical to our success."

CIO, SEAD Software LLC

✓ Verified Review

Powered by **Clutch**



What can I do against the war: story of IT company from Chernihiv resilience

Updated: Jun 19

"Here is the agenda for today: How many people are left in Chernihiv? We need to contact everyone here and collect the info on how they are feeling, do they need something, and how are their families? If someone leaves the city, we need to know where they are".

Sounds like a military operation planned in a Netflix movie. But since February 24th, these kinds of meetings are a part of daily life for an IT company in the city of Chernihiv, Ukraine, called JEVERA. It is the 71st day of the war in Ukraine. And we keep on!



Since the first bomb reached Ukraine, our team has started to move to the safest areas with one bag. Till now, the safest areas in the country are in the west, near the Romanian, Hungarian, Slovakian, Moldovian, and Polish borders. But some of us have remained in our hometown to protect and serve those who are in need and danger.

"Last 100 meters is our bottleneck, not the last mile. We can easily deliver staff from Kyiv to Chernihiv (150 km), but the last 100 meters for those who are in need are inaccessible. People are hiding and afraid to leave their homes, shelters, basements. The city's infrastructure is destroyed for 60%", - says Julia Dayneko, COO of the JEVERA Software Solutions.

Since day one, JEVERA COO Julia has stayed in Chernihiv to provide humanitarian help and safety equipment for the territorial defense units. "Do you need thermal imaging devices? I know everything about them,"- says she during the daily call. She has stayed in the city to be able to manage volunteer activities and support JEVERA employees who have decided to stay and help with evacuations.

When the war started those IT companies who stayed in the city cooperated and created chat bots to provide help and collect queries.

Today the JEVERA team works voluntarily on a logistic informational HUB for non-grocery food. The idea behind it: join donors, volunteers, and local manufacturers to make the impactful war effort.

"Dear colleagues, it is the first day of the month. And we could not imagine we would meet spring in such circumstances. Nevertheless, we need to track our working time; if you don't have access to the tracking tool, we can do it for you. Also, we have created a JEVERA-WAR project to track all volunteer activities", - writes Lesya, our Head of Delivery.

Since then, our team has spent more than hours volunteering. Some of them are part of territorial defense units. They make patrols, help civilians, and provide delivery of necessary supplies for key institutions like hospitals.



Julia and Lesya

Lidia is Product Lead and part of defense units like her other two colleagues, Devops and UX/UI designer. They almost always have limited connection to the internet and are in a good mood to support others. Lidia likes to share her hairstyle tips for bomb shelters to support her colleagues, who are hiding in the basements. In line with beauty tips, Lidia is aware of the safest bombshells in the city and knows where to get the most valuable supplies for those who are really in need. It is still winter in Ukraine, and shelters are very cold, especially for kids and elderly people.



Lidia

"There are only six buildings on my street, and 3 of them have warehouses to store humanitarian aid and supplies for Ukraine", says Dmytro, JEVERA sales representative from Warsaw.

1,8 million Ukrainians have already moved to Poland, kids, and women mostly. Some of them have relatives there; others are just hoping for the best. "Poland updates. Public transport runs with Ukrainian flags and provides free services for Ukrainians. We have pushed Hungarians to ban SWIFT. The biggest money transfer of 2.5 million euros has already been collected, and it is not the only one. Polish people just drive to the border to take refugees to the safest areas or host them. I can spend an eternity and the day telling them all. The main idea - we are not alone. Vse bude Ukraina (All is going to be Ukraine)", says Dmytro in a corporate chat to support colleagues. His working days now are pretty similar to early wake up to accommodate or unload a truck with supplies. Sorting, repacking, making calls, and meetings with clients. They were accommodating and unloading. Each day for the last two months.

Dmytro has two jobs today, just like any other team member in JEVERA - volunteering and a regular one. So thanks for Dmytro; we have a new client on our doorstep.

"During the first days of war, there was info spreading about evacuation opportunities. Some guys were offered transportation by vans in the safest areas. The thing is - it was not official. Vans were moving to the enemy to have captives and hostages. A friend of mine in Germany was helping to evacuate the girl from Kyiv so. When she read my post regarding fake evacuations, she stopped her friend. The next day she was on a safe wave in a train to Lviv", -says Sergii, marketing manager.

He works as a part of the misinformation volunteer unit. Russian propaganda is strong and is built on fakes. Sergii double-checks all he sees with official info and spreads the proven information. The level of information literacy is very low on average, so people believe what they read on Facebook, and it is not always true. Sergii is located in Rivne. He manages to work between air red alerts, sometimes in the bathroom, which operates like a bomb shelter as well. Preparing case studies and updates for corporate social media pages are mixed with misinformation verifications.

"Impactful volunteering - choose those are where you can deliver most", - says Iryna Manukovska, JEVERA CMO.

"When all things started, I was in Cyprus with my kids. What can I do from abroad? Work twice harder for those who are in Ukraine and do marketing to promote what is happening in Ukraine. I run media campaigns and news feeds from Ukraine to provide truthful information regarding my country. I run protests in the country I live in now. This attracted attention, and people started to help refugees from my country. I use my connection to attract donations to our JEVERA funding which was created to help Chernihiv and refugees", - shares Iryna in addition.

Iryna runs an art project - collects stories of Moms who gave birth since the Russian invasion started and creates a series of paintings dedicated to them.



Iryna

Marketing activities in JEVERA today are focused on helping and promoting JEVERA services twice harder.

"We need a strong economy; the best way to support Ukraine is to give jobs to Ukrainians", - this is the motto of the marketing department for the last few weeks. We make promotional campaigns among the European and North American companies to attract new business opportunities.

"He writes there is enough gasoline, so they are ready for evacuation tomorrow," writes Helen in an internal chat for the HR department. Today HR provides mental health support and resolves safety issues for employees. Accommodation, transportation, and supply with basics. They always track employees' location and mental health and safety of each of us.

Vse bude Ukraina!



END.



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