Badodi

You have voicemail

Marcomm innovator uses Adobe® ColdFusion® to help companies improve customer engagement programs with direct-to-voicemail campaigns

Badodi
Lynn, Massachusetts
www.badodi.com

Businesses are challenged to get their messages out without breaking the bank. Traditionally, marketers have relied on activities that often include direct mail, e-mail blasts, telemarketing campaigns, or purchased media ads. At a typical cost of $1 per contact, these strategies can be cost prohibitive for businesses with limited financial resources.

Badodi is a new, more intelligent way for companies to connect with their clients. Developed using Adobe ColdFusion, Badodi enables business owners to send voice or other audio content to groups of contacts via mobile voicemails in a self-service, fully automated environment. With a free user account, customers can use common audio file formats—such as MP3—to reach target audiences faster, and more effectively than before.

"We realized there was a lack of cost-effective, efficient business communications options for businesses," says Joe Dalton, president at Badodi. "Adobe ColdFusion enabled us to rapidly build, deploy, and maintain a robust Internet application and capitalize on the opportunity to change the way companies communicate with customers."

Faster, more cost-effective development

Badodi is a departure from typical outsourced marketing campaign solutions. The platform is self-managed, enabling business owners to quickly choose a list of recipient phone mobile numbers, upload a WAV or MP3 audio file, and execute a campaign that automatically delivers personalized messages directly to users' voicemail boxes without ringing their phone.

While Badodi developers explored other options, the team chose to develop its application with Adobe ColdFusion for its intuitive coding environment that promotes rapid, secure, and reliable development; for its seamless integration with outside applications; for code reusability and available libraries that allowed for quick development specific to Badodi's needs; and for its lower total cost of ownership, attributable to reduced training requirements, maintenance, staffing needs, and initial technology investments.

"With other solutions, even a simple database query can require an extra four or five lines of code, which adds significantly to development time," says David Vaccaro, CIO at Badodi. "Adobe ColdFusion features object relational mapping that lets us bypass writing SQL code to manage database logic. Now we can develop the structure, functionality, and on-screen performance of our application as much as 60% faster using the streamlined coding operations and existing code libraries in ColdFusion and from open source sites."

ColdFusion enables developers to perform tasks across multiple servers from one central console, accelerating cross-platform development and extending functionality to third-party systems as well. From a single interface they can create data sources, schedule tasks, apply hot fixes, clear caches, and more for a cluster of servers. The solution helps reduce the number of input and output transactions developers have to make, offering more than 50 scripting tags to create and manipulate on-screen images for a more engaging online experience in a fraction of the time.

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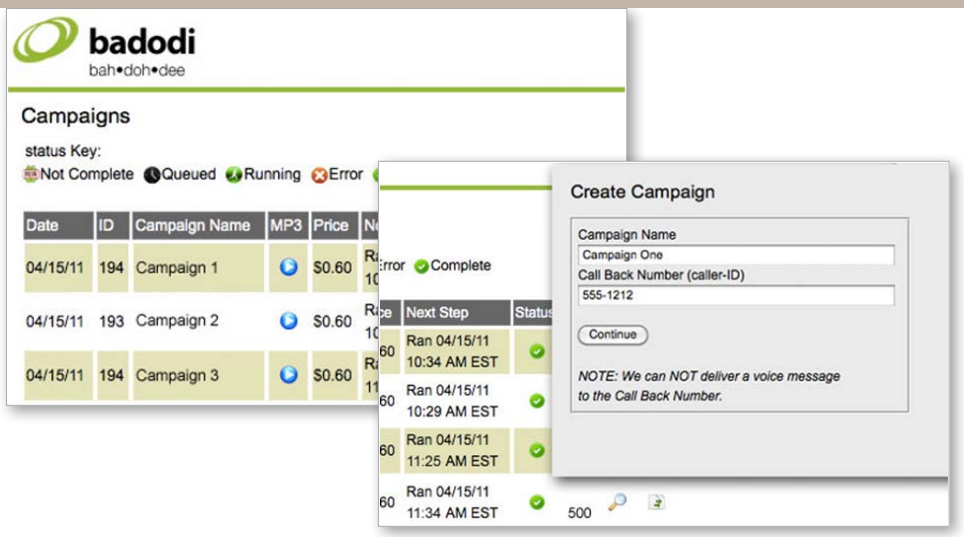

Challenge

- Rapidly develop a new, automated digital marketing communications platform
- Reduce development timelines and costs
- Enable easy, secure access to sensitive customer data
- Create an application that integrates with external applications for greater adoption

Solution

Use Adobe ColdFusion 9 to rapidly develop, test, and deploy a new marketing communications platform to enable direct contact with customers via voicemail

Benefits

- Created breakthrough marketing communications platform
- Reduced development timelines by as much as 60%
- Enabled third-party developers to leverage existing scripts and codes to integrate Badodi with proprietary applications
- Helped companies reach thousands or millions of new and existing customers
- Delivered higher returns on direct marketing campaigns than telemarketing, direct mail, or e-mail marketing

Toolkit

Adobe ColdFusion 9

"We all know time is money," Vaccaro says. "Adobe ColdFusion enables us to achieve the same on-screen functionality as other solutions with fewer lines of code because we can re-use what we've already developed. In addition, code is automatically encrypted and securely stored in the system so it isn't accessible to be altered."

Though it's a premium solution, Badodi took full advantage of the existing ColdFusion resources available in the developer community. For any roadblock or production bottleneck, the team could turn to community boards and ColdFusion information libraries to get ideas of workarounds or new features and functions to add using shared knowledge resources.

"The original design was built so that anyone could go to the site, click a few buttons to register, and launch their campaign without a long learning curve," says Dalton. "We leveraged all the tools available in ColdFusion to create intuitive navigation and a site tutorial with a single developer and an architect. With any other solution we would have needed more staff, more time, and more money."

In addition to accelerating coding and development, the Adobe solution enabled Badodi to extend the reach of its application to other developers. Leveraging existing ColdFusion scripts and APIs, outside developers can easily incorporate Badodi into their existing platforms to create a more comprehensive customer communications platform. "Our goal from the outset was to be able to put our application out on a server and just let it run both in conjunction with other applications or as a standalone service," Vaccaro says. "Adobe ColdFusion was the only solution available with the features that allowed us to do that."

Changing the game

The easy-to-use and highly secure solution has paid great dividends already for the vast majority of Badodi's ever-growing customer base. Companies of all sizes in a variety of industries—real estate, financial services, social networking, and many others—use Badodi to improve communications with their customers, launching campaigns in as little as five minutes.

Given the content of the messages delivered via Badodi, data security is paramount. "Our clients need to trust that our platform can securely manage all kinds of contact information such as credit card data, proprietary marketing content, and other data," says Vaccaro. "The encryption libraries in ColdFusion allow us to improve the security of the application to help ensure that information is only accessible by authorized parties and intended recipients."

The object relational mapping in Adobe ColdFusion lets Badodi bypass writing SQL code to manage database logic. Now Badodi can develop the structure, functionality, and on-screen performance of their application as much as 60% faster using the streamlined coding operations and existing code libraries in ColdFusion.

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CIO, Badodi

Customers from coast to coast and in a variety of industries are benefitting from the security of customer data and simple execution of voice marketing campaigns to deliver profound impacts on sales efforts. For example, a mortgage broker used Badodi to reach more than 850 clients, notifying them of a special interest rate and no-closing costs offer from a well-known national mortgage company. The campaign returned 129 calls, equating to a 15% response rate.

Similarly, a recognizable national real estate broker used Badodi to send out an invitation to 1,500 licensed agents, offering an opportunity to join the company. The campaign generated 452 responses for a 30% total response rate. Other customers, such as a popular hair and beauty salon, achieved an average response rate of 10% on its campaign, leading to a sales close rate of nearly 55% that will generate thousands in annual revenues.

"Badodi is an ideal solution for any company looking to better communicate the value of its products or services," Vaccaro says. "Adobe ColdFusion allowed us to build a flexible, secure, and scalable application that clients large and small can use to reach millions of new and existing customers more efficiently and more cost effectively than before. For many customers, it could be a game changer."

For more information
www.adobe.com/products/coldfusion-family

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