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HyTechPro: A Digital Transformation Company with a Customer and Employee centric approach

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HyTechPro: A Digital Transformation Company with a Customer and Employee centric approach

The digital drive has facilitated effortless entry of the companies to the targeted market place. By moulding the ways in which an enterprise interacts and influences the end-users, digital technologies are making disruptive impact across the business world. Ventures are now making 'digital' their foremost priority, allowing them to competently excel in their respective fields. As the emergence of digital leaders who are harnessing the power of digital technologies, is taking a leap, business performances are also in an upsurge.

Now when the service providers from the digital transformation space are scaling up to the brim, Innovative Zone Magazine has been pegged down to promote such enterprises that are the torch bearers of proficiency and innovation in 'digitally-disruptive space.'

Making justice to its solemn promise to feature the enterprises with innovative instincts and exemplary offerings, we display the success story of HyTechPro that has received several recognitions from mega-media houses across the nation. In a virtual coffee session with the company's COO, Mr Neeraj Garg our team came across some extraordinary insights about the digital transformation space and how the company is making a difference here.

This exclusive inside story highlights HyTechPro that commenced its journey in the year 2003. Being an organisation with over 15 years of enriched experience in IT industry, that strives to render digital transformative solutions with its '7C's approach', backed up by Business Intelligence, it has catered its services to over 2000+ satisfied clients. Since digital transformation became a buzzword, businesses have been heavily relying upon digital footprints to recognize customer behaviours and expectations.

Now when digital drive is at its peak, enterprises are inclined more towards being digital instead of undergoing overall transformation. But without accompanied with organisational transition, it will only end up in suboptimal results. In this direction, the COO of HyTechPro, Neeraj Garg quotes, "Nowadays, customers check websites, online reviews, advice from communities, visiting testimonials and star rating of the websites prior to decide and buy. Set against this backdrop, organizations need to move them from a physical model to a digital model for valuable customer experience and efficient results."

The Customer and Employee Centric vision

HyTechPro is directed by an exclusive vision to facilitate effortless digital transformation while being customer-centric at the same time. The company is incessantly helping the organizations indulged in the digital transformative processes by introducing them the leading edge IT services that lend support from Bi-sphere. Their result-oriented approach with unequalled competence allows them to stay ahead of the curve.

HyTechPro's unique business framework laced with innovative, agile & customer-centric procedures, let them to effectively address the business challenges of the client. *"Instead of acting as mere vendors for our clients, we act more as a strategic partner by striking the right chord between technology and business. We are proactive in suggesting the most suitable technologies for their business to reduce cost and increase ROI,"* asserts Mr Garg.

"We at HyTechPro believe that Employees are the assets of any organization which is why we treat them in the same way as our customers" emphasizes Mr Garg.

Digital Transformation Services

Prior to offering inimitable digital transformation and product engineering solutions to its esteemed clientele, HyTechPro began its entrepreneurial journey by proffering – Salesforce, Microsoft and Business Intelligence consulting services for development, customization, implementation, migration, integration and more. "Our talented team focuses on in-depth business analysis, sheer planning, and definite data mapping.

We are ceaselessly following a credible testing process for customization and migration projects," elucidates Neeraj. So far, their unique consulting services have propped numerous Enterprise customers, Non-profit Organisations and Associations to integrate silo systems with ease.

Basically, the firm avidly addresses the major issues of not being able to derive aspired ROI in Salesforce by its clientele. The prime reason behind it are the siloes systems that are resistant to communicate with each other. In this context, HyTechPro has become a single window store that offers a seamless system interaction with one another, to comprehend customer requirements in the best possible manner.

Moreover, HyTechPro also mentors businesses to implement four cornerstones of digital transformation drive—*SMAC (Boosting social presence), mobility, analytics and cloud*. During this process, the firm helps its client organisation in leveraging the appropriate Analytics tools. *"It enables our clients to churn customer data while running predictive analysis for end-users priorities. Beyond a doubt, BI has now become an indispensable part of SMAC implementation,"* states Neeraj.

Digital Transformation Solution Approach

The 7C framework established by HyTechPro is something that is giving it a competitive edge in the space. The first 'C' signifies 'Continuous Customer Feedback and Optimization'. It fundamentally prioritizes customer feedback and reviews post-launch of a product. Being in sync with its vision for nurturing a customer-centric culture, the company's framework acknowledges the pivotal role of customer feedback in propelling any business ahead.

The second 'C' emphasizes on 'Continuous Business Planning', where Garg and his adept team plans, strategizes and implements the feedback received from the end-users.

Succeeding this, 'Collaborative Development' is the next phase of the framework where the product is created based on the customer's feedback. Neeraj claims that for bug-tracking and Agile project management, the teams majorly rely on JIRA.

Then comes the sheer need of constant processing and testing to ensure a full proof product development, the next 'C'- 'Continuous Testing'. It is crucial process to eradicate any possibility of 'defect' in the product. Undeniably, the whole process is tedious and time-consuming, but HyTechPro utilizes several automation tools for testing procedures for swift actions.

Following this, team HyTechPro turns towards 'Continuous Integration' by leveraging tools like TeamCity and Jenkins. These outstanding tools compose the codes alongside alerting the users in case of emergence of an error while code insertion.

Coming to the 'Continuous Deployment' stage, team HyTechPro uses 'The Docker tool' for precise code deployment.

And last but not the least comes the ultimate stage of 'Continuous Monitoring' of the product. This stage is imperative before releasing the product in the targeted market.

"Our digital transformation framework helps the organizations' worldwide to seamlessly integrate their systems and move closer to their digital dream. We are emerging out as a prominent leader in this space, owing to our exclusive customer-centric approach because we try to understand their business before diving onto technology," quotes the COO.

The future outlooks of HyTechPro will be dedicated to enlightening its vast clientele on the exemplary ways to make optimal use of tools to ensure absolute digital transformation, process automation alongside scaling the graph of growth steadily.

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