

Case Study Virtual Consultant MyBestOption

Project Characteristics

Profile

MyBestOption requires a website with the basic function of comparing markets and products through a virtual consultant. Therefore, it is necessary to have a highly **configurable and flexible** environment that answers any required consult in a **logical and relevant** way in the *utilities* area.

Challenge

The goal of the project is to create an on-line space completely **interactive, direct and immediate** to get an optimum communication between the users and the website.

Solution

Implementation of a portal that acts as a virtual consultant which compares prices that the user demands, while taking his specific requirements into account.

Result

Development of a website in a highly **configurable and flexible** environment that allows the full interaction between the user and the virtual consultant, apart from counting on the optimum standards of **usability, accessibility and browsing**. All in all, Concatel has developed an on-line space that is completely interactive, immediate and direct according to its practical and useful website.

Technology

Content management technological platform **Portal Framework Site Blueprint** with **Flex, Java and PHP** technological development.

DEVELOPMENT OF THE ON-LINE PORTAL

MyBestOption requires the development of a quick and simple website, where users can compare the rates and services on the market that are more interesting for families: the *"utilities"*.

The *utilities* are products of daily public use such as telephones, Internet-ADSL, Gas, Electricity, Alarms and Home and Car Insurances, among others.

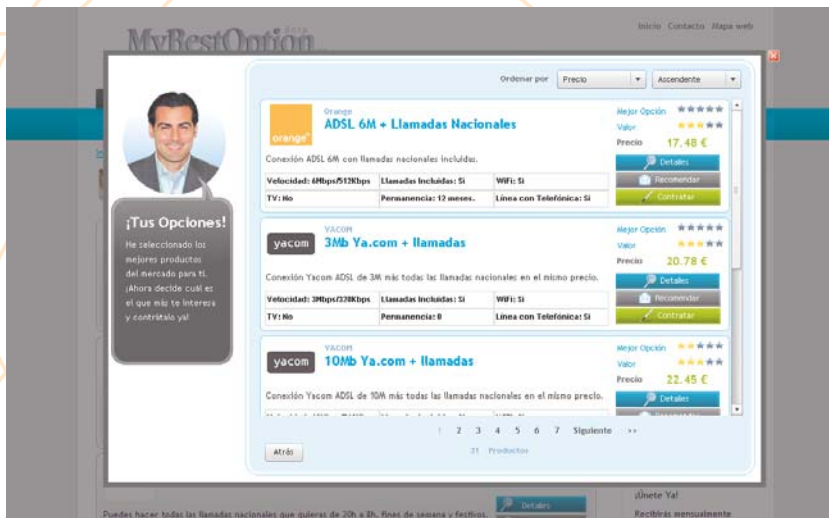
MyBestOption

Because of this, *MyBestOption* relies on Concatel for developing a website where each user can compare prices and offers of all the operators with the help of a **Virtual Consultant**. With it, the user can hire the product or service that best adjusts to his needs, independent of where he lives, and with the comfort of making it from home, just connected to the Internet.

Concatel is aware of the necessity of creating an on-line website, which has to be practical, useful and simple, using the standards of usability, browsing and accessibility. So Concatel develops a website using **Portal Framework Site Blueprint**, the master portal, implementing the **Flex, Java and PHP** technology.

The screenshot shows the MyBestOption website interface. At the top, there's a navigation menu with links for Inicio, Contacto, and Mapa web. Below that, there's a search bar with fields for Email and Contraseña, and buttons for Entrar, Recuperar contraseña, and Registrarse. The main content area features a navigation bar with categories: COMPARADOR, ADSL, TELEFONIA FIJA, ALARMAS, ELECTRICIDAD, GAS, COMUNIDAD, and NOTICIAS. A central banner reads "Compara los precios... Te ayudamos a ahorrar". Below this, there are several service tiles for ADSL, TELEFONIA FIJA, ALARMAS, ELECTRICIDAD, and GAS, each with "Detalles" and "Comparar" options. A "Consultor Virtual" section is also visible, along with a "NOTICIA DESTACADA" about Windows 7 and a "RECOMENDANOS" section.

Virtual Consultant



View of the section Virtual Consultant comparing prices.

The multinational *MyBestOption* requires the development of an on-line website to offer its services catalogue and establish the necessary causes to compare products and then hire them safe and simply. This website has the same elements than other pages (news section, reports, etc...) and it especially insorporates the **virtual consultant**.

The consultancy process is as follows: On the first place, the consultant offers a questionnaire to the user about his needs and requirements. Then, he evaluates the answers and access the database to offer products according to the criteria required by the potential client. Finally, the consultant allows hiring these services through a form.

Therefore, the system interacts correctly thanks to the highly **configurable** implementation of the BackOffice to guarantee a wide variety of questions to the consultant and a **logical and relevant evaluation** of the answers provided by the user.

PORTAL FRAMEWORK SITE BLUEPRINT, THE MASTER PORTAL

Optimum Accessibility

Portal Framework Site Blueprint is a master portal that allows the input of contents in any format (text, image, video, flash, etc.) fulfilling the accessibility standards "AA". It is a very flexible platform, compatible with the browsers Internet Explorer and Mozilla Firefox, UTF-8 and AJAX codification.

No Programming

Portal Framework Site Blueprint allows the update of contents without modifying the code. Therefore, it reduces costs and time for maintaining the web.

Permissions and Roles

The portal controls the users access to the information through the users and roles management. It is possible to have private areas, which content is accessible only through authentication of users depending on the their tasks.

MBO Community

MyBestOption has a section to get users loyalty through the development of a virtual community. The website also counts on sections such as updated news, reports about the company and its services.