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Texcido THAUT is an interactive and cost-effective marketing engine for businesses, institutions and nonprofits seeking to connect with customers. Unique in the marketplace, they enable you to engage, target, and analyse your marketing efforts in one convenient place.

Creates digital solutions that empower businesses to win their customers' hearts, minds and wallets.

Engagement Overview

Crownstack started with Texido THAUT in 2019 as an engineering partner to build a digital solution to empower businesses.

About the Customer

Texcido Thaut is an interactive and cost-effective marketing solution for small businesses seeking to connect with customers. They utilise mobile marketing, social media, and digital displays to provide enterprises with a practical platform for expanding their customer base. The aim is to help you connect with your customers while building your brand presence. With Texcido, you can engage, target, and analyse your unique marketing efforts in one convenient place. The Texcido solution enables businesses to have a real-time connection with their customers.

Industry	Advertising Services

Business Challenges

THAUT wanted to build a digital solution to empower businesses with the following capabilities:

- A quick way of collecting customers' data and their behavioural patterns digitally (through Forms, incoming SMS and WhatsApp)
- Communicating digitally with their customers (using two-way SMS, Email and WhatsApp)
- Be able to process customers' data sentimentally using a sentiment analysis algorithm
- Able to auto-reply to their customers based on customers' sentiments
- Be able to process, organise and visualise their customers' data at different organisational levels
- Collect payments through the THAUT platform

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- Create QR codes, TV screens and other print media for their business outlets that help businesses to engage with customers more efficiently.
- Businesses to white-label the THAUT platform to use their branding
- Businesses get different types of reports based on the data collected from their customers

Business Solution

Crownstack has been their technology partner from day 1. We created the complete software solution for their project needs. Specifically, we made:

- A RESTful back-end API system - To power other parts of the software solution + expose public APIs for third-party integrations with THAUT.
- An admin system - A self-service control system for businesses (THAUT's customers) to manage their THAUT accounts, customers and all data types.
- An Engagement Platform - Allowing businesses (THAUT's customers) to collect data and interact with their customers using THAUT's programmatic communication channels (SMS, Email, WhatsApp and Forms).
- An Analytics Platform - To provide visibility and visualisations on the data collected by their customers using Excel, PDF and interactive web reports that support drilling down the data.
- A brand website that tells people what THAUT is and its capabilities. It also enables businesses to Sign up for THAUT and start their product journey.

Technology Stack

Frontend	Laravel
Workflow	Slack, Github, Figma, JIRA

Business Outcome

- Crownstack was able to deliver the requirements of THAUT successfully. The team created an API system, Admin Dashboard, Engagement Platform, Analytics Platform and a brand website. This suite of products works together to empower businesses to connect and collect customer data easily and quickly.

Further Links
Learn More About Crownstack's Offerings
Learn More about THAUT