



# ASTROTAK WEB APP

Astrology Marketplace

## Engagement Overview

TV Today Group partnered with Ezeiatech to foray into online Astrology marketplace. Ezeiatech helped them design, build and maintain AstroTak application. AstroTak is an online platform where customers can directly interact with Vedic Astrologers for powerful insights, answers and accurate predictions about their future.





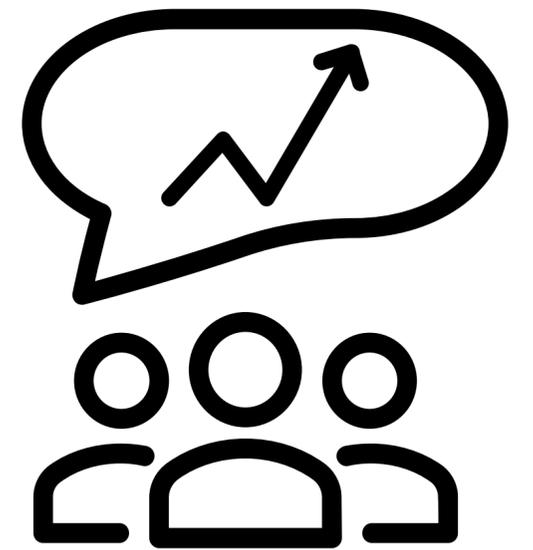
## About the Customer

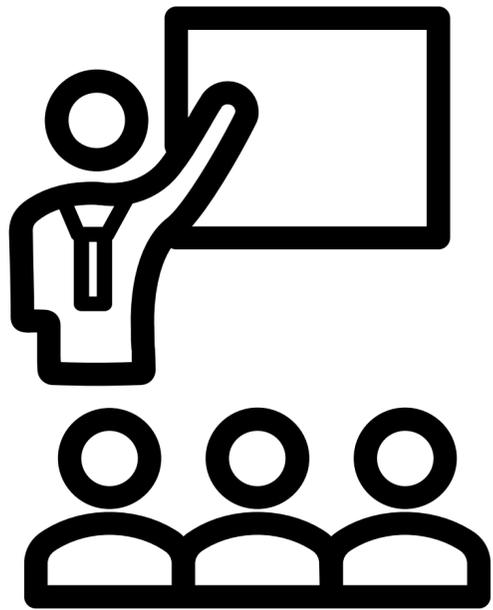
The India Today Group commenced its journey with the launch of a single magazine in 1975. Over the last 42 years, the Group has grown to be one of India's most diversified media conglomerates with interests in highly scalable businesses that encompasses 21 magazines, 4 TV channels, 1 newspaper, multiple websites & mobile sites and Applications across all leading platforms viz. iPhone, iPad, Android, Windows. The India Today Group has also extended its business interests to E-Commerce, books, retail, education and music.

## Business Challenge

The concept of fortune telling possessed a huge market for players in India to automate and digitize this process of fortune telling by connecting people to experts. Before the pandemic, people preferred to meet the experts in person and consult them for their advice and fortune telling ability. Due to the pandemic, automation became a necessity to intervene in this process and connect people simply through their digital devices.

Ezeiatech team provided them the technological support required for building and maintaining AstroTak complete stack. The goal is to manage the front-end and back-end operations of the app and come up with a reliable, scalable and cost-effective solution to integrate seamless online interaction with experts from any part of the world.





## Business Solution

As AstroTak was mainly functioning through its youtube channel with higher loads of maintenance and revenue investment, it became necessary to provide a common platform to collate all the subscribers of the AstroTak for delivering diverse features to millions of people.

Overall plan for customer retention and robust feature integration.

- ✓ Providing a range of diverse experts with expertise and duration of experience
- ✓ Provision to ask difficult questions to gain the most credible insights from the experts
- ✓ In depth detailed reports for overall panning and decision making including what and when to do
- ✓ Horoscope and Panchang service on a daily, monthly and yearly basis
- ✓ Last but not the least, broadcasting live sessions based on various spheres of astrology and life

# TECHINICAL EXCELLENCE

## Jitsi Implementation

Open source Jitsi implementation for video call between customer and astrologer



## AWS Infra

AWS tools for monitoring, configuration management, auto scaling and security requirements

## Deployment Automation

Hybrid approach for deployments, roll-backs, and database replications

## Zoho Integration

Zoho CRM integrations for customer management

## Knowlarity Telephony Integration

Integration with Knowlarity Telephony for audio call patching between customer and astrologer

# BUSINESS OUTCOME

## Customer Experience

Common marketplace platform for customer and astrologer to transact and interact

## Churn Rate

Reduced churn rate by transferring subscribers to the application pertaining to all notifications



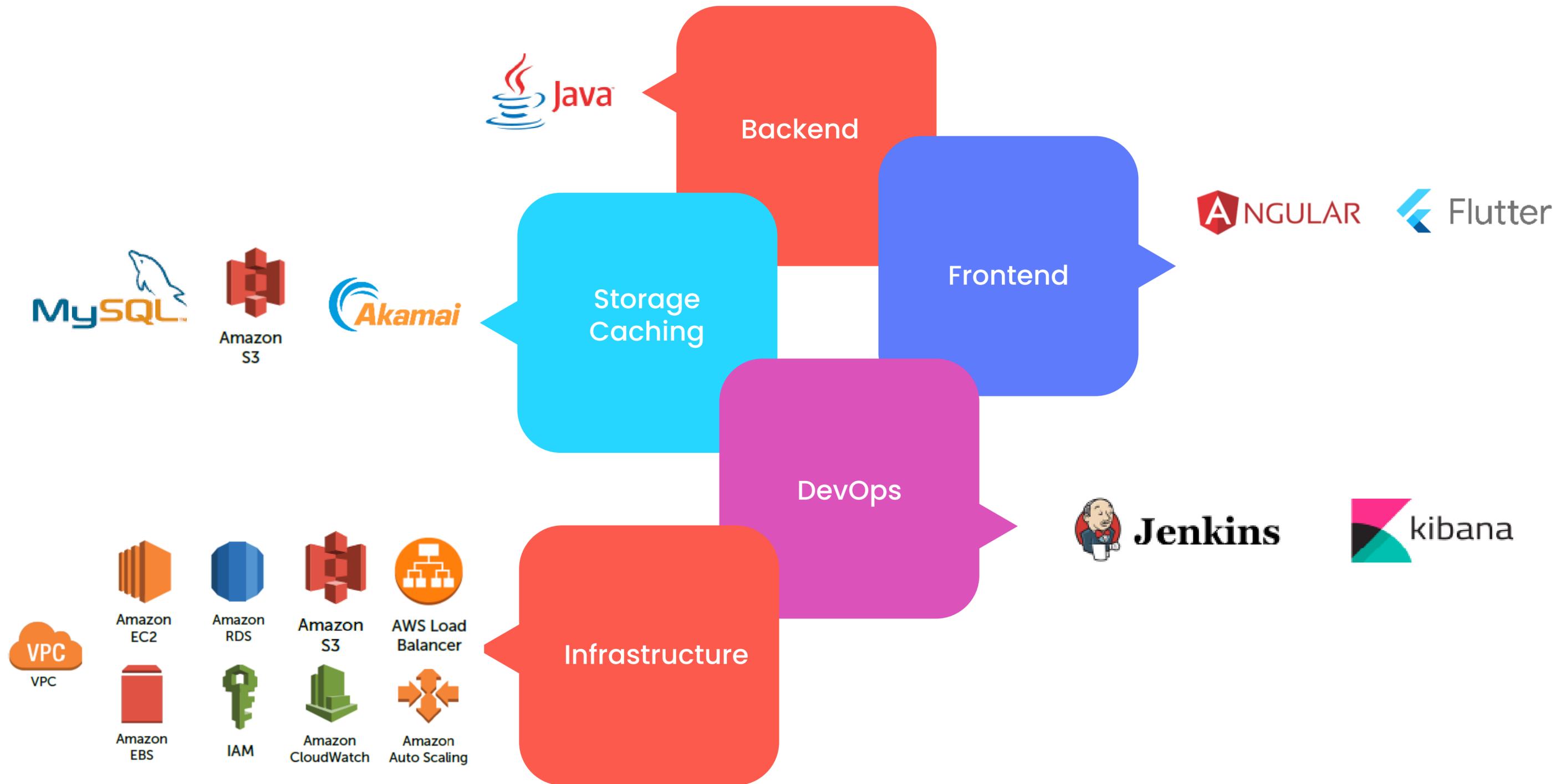
## Revenue

App stability resulted into addressal of revenue leakage due to customer churn

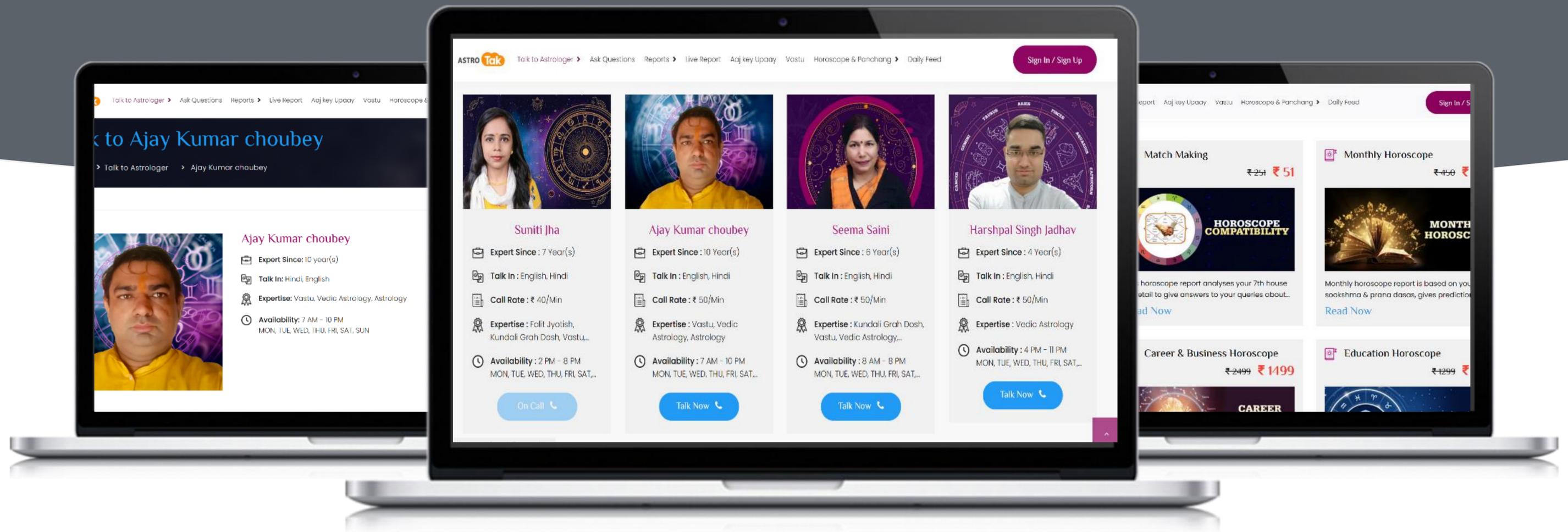
## Agility

Go to market timeline is reduced significantly due to high configuration control in the app

# TECH STACK



# ASTROTAK WEB SITE



Real-time call connect using Knowlarity telephony



Online Video Conf through Jitsi



Real-time Astro reports



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