

GoDaddy Case Study: Corporate Infocom Pvt. Ltd.

At a Glance

Business: Corporate Infocom Pvt. Ltd. (CIPL)

Website: cipl.net.in

Founded: 2007

GoDaddy Helped Us: With seamless account management, site monitoring and dedicated support that builds client goodwill.

Results: Increased sales and financial gain.

Product Snapshot

**GoDaddy
Web Pro**

Program: Built exclusively for web designers and developers to manage client portfolios with ease.

The financial upside of becoming a Pro.

Corporate Infocom Pvt. Ltd. (CIPL), an ICT development company, was incorporated in December 2007.



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CIPL offers services such as domain registration, a mobile site builder and technical assistance that help companies and individuals build a digital presence. Additionally, it offers free online computer learning courses in SEO and website building as a way of making its clients more conversant with the shifting dynamics.

As an astute entrepreneur, Mr. Verma has a keen sense of future trends. His company is poised for major growth as the Indian market changes rapidly and seeks the services he provides. As more people spend time online in India every year, and the digital tools and sites they use play an ever-growing role in their lives, having a presence on the web is an imperative for companies and individuals who are seeking to engage these users.

With an eye to the future and looking to differentiate the value he can bring to his client base of almost 2,500 and growing at nearly 25 percent month on month, Mr. Verma opted to enroll in the GoDaddy Pro program in January 2016.

One Pro meets another.

Mr. Verma first heard about the GoDaddy Pro program via an email communication. This was followed by personal call made to him by a GoDaddy representative to explain the merits of the program. GoDaddy Pro specifically serves web designers and web developers and their need to manage clients and their products.

The outreach by GoDaddy was timely, as Mr. Verma was looking for a better way to manage his client portfolios. GoDaddy Pro's features and benefits could not have been more in tune with his needs.

“Being a part of GoDaddy Pro gives me the opportunity to increase sales and financial gain.”

Swift to register; easy to use.

Mr. Verma's positive experience with GoDaddy Pro started from the word go.

“My confidence was established early on in the program. My personal registration process to become a GoDaddy Pro member was very easy as compared to any other registration process I have come across,” he states.

The features of GoDaddy Pro provide Mr. Verma with a winning edge to manage his fast-growing client base.

Another feature, site monitoring, offers real-time performance tracking and uptime monitoring, with the added benefit of an instant notification if a site goes down. GoDaddy Pro also gives CIPL access to select and purchase GoDaddy products for their clients, or to send clients a shopping cart and let them make the purchase.

As a member of the GoDaddy Pro program, Mr. Verma receives special discounts on the purchase of GoDaddy products that he can further extend to his clients, ensuring their added satisfaction with his services. Plus, Pro users earn loyalty reward points that can be further used to buy new GoDaddy products.

Additionally, the specialized support offered to every GoDaddy Pro member allows for quick resolution of queries, irrespective of how technical they are.

“We have felt very comfortable while talking to the support person/team. We have contacted them a few times and each time their quality of resolution has been par excellence,” confirm Mr. Verma.

Proof is in the numbers.

With CIPL experiencing hyper-growth, Mr. Verma is embracing it with arms wide open, knowing that his business is in good hands. He's starting to experience the financial upside that growth is bringing to his business, along with goodwill from his satisfied clients. He's already increased his client base by 15 percent since he signed up with GoDaddy Pro.

“Being a part of GoDaddy Pro gives me the opportunity to increase sales and financial gain,” he concludes.



CIPL Board of Directors



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