Ventaforce™
Proven Solution for Direct Selling

CASE STUDY - NATURAL RICH GLOBAL

Navigating the Data Deluge: Successfully Supporting 5 Million+ Registered Members

- **Establishment:** Natural Rich Global was founded in **2015**.
- **Diverse Portfolio:** The Company offers a wide range of products and services, including **Real Estate and Dietary Health Supplements**.
- **Global Presence:** With a worldwide reach, the company has amassed over **5 million registered users** to date.
- **Operating Locations:** Natural Rich Global operates from offices in **Nigeria and the USA**.

Challenges Faced by Natural Rich Global Before contacting Ventaforce

1 Inadequate Data Handling

- **Big Data Size:** Previous software provider was not capable to effectively manage the extensive data of 2 million members.
- **Poor Data Management:** The company encountered difficulties with their previous provider in efficiently managing the extensive database.
- **Growth Hurdle:** The former system's limitations in managing a sizable registered user database are hindering Natural Rich Global, posing challenges to its expansion initiatives.

2 Sluggish Software

- **Poor Performance:** The system's performance has obviously declined due to the increasing data volume and inefficiencies within the software.
- **Bad User Experience:** The poor performance has resulted in delays and frustration among users of Natural Rich Global's software.

3 Restricted Currencies

- **Currency Support Requirement:** Due to their international presence, the company needed support for multiple currencies.
- **Previous Provider Limitation:** The previous service lacked multi-currency support, hampering Natural Rich Global's expansion into South Africa and the USA.

4 User Discontent

- **Negative Feedback Impact:** Users' negative feedback had a direct impact on both the company's reputation and its growth.
- **Business Consequences:** The combination of performance issues and the inability to meet user needs posed challenges to the overall success and expansion of Natural Rich Global.

The Right Solution

Ventaforce, a robust software solution, stepped in to address the challenges faced by Natural Rich Global.

Here's how Ventaforce successfully provided the right solutions:

1. Efficient Data Migration

- **Migration Success:** Ventaforce successfully migrated Natural Rich Global's data, encompassing over 2 million user records.
- **Seamless Transition:** The robust software and server infrastructure facilitated a smooth transition, eliminating data-related bottlenecks.
- **Current Database Size:** Since adopting Ventaforce, Natural Rich Global's registered member data surged from 2 million to 5 million.

2. Multi-Currency Features

- **Multi-Currency Feature:** Ventaforce introduced a multi-currency feature, enabling users to transact in USD, Naira, and Rand based on Natural Rich Global's business needs.
- **User Base Accommodation:** This enhancement addressed the diverse user base of the company, catering to users in different regions with different currencies.
- **Improved User Experience:** The inclusion of the multi-currency feature contributed to an enhanced user experience, meeting the varied financial preferences of Natural Rich Global's users.

3. 2X User Satisfaction

- **Improved Software Performance:** The enhancements in software performance led to a significant improvement in user satisfaction for Natural Rich Global.
- **Enhanced UI/UX:** With the integration of Ventaforce, the user interface and experience of Natural Rich Global significantly improved, becoming more attractive.
- **Ease of use:** After implementing Ventaforce, the software became highly accessible, ensuring a smooth and efficient user experience.

Ventaforce's expertise in data management and its ability to adapt to the evolving needs of Natural Rich Global played a pivotal role in resolving the challenges the company faced. With this successful transformation, Natural Rich Global could continue its growth trajectory, serving its expanding user base effectively while ensuring user satisfaction and business success.

Get in touch

sales@ventaforce.com sankalpsales +91-9561091225