





CRM & Web Dev for Coffee Sourcing & Exporting Company

PROJECT DETAILS

 API Development, Custom Software Development, Web Development

 Jan. 2025 - Oct. 2025

 \$10,000 to \$49,999

 *"Overall, we were very satisfied with TekNexuss and the quality of their work."*

PROJECT SUMMARY

TekNexuss designed and developed a custom CRM and website for a coffee sourcing and export company. The team handled discovery, UI/UX design, development, testing, optimization, and post-launch support.

PROJECT FEEDBACK

The new solutions improved the client's operational efficiency, lead tracking, and brand credibility. TekNexuss demonstrated a deep understanding of the business, enabling them to deliver scalable solutions that met the client's vision. The team was also structured, responsive, and proactive.



The Client

Please describe your company and position.

I am the Founder of MaamSambaTrading

Describe what your company does in a single sentence.

Premium Coffee Sourcing & Export from Africa & Indonesia

The Challenge

What specific goals or objectives did you hire TekNexus to accomplish?

- Custom CRM
- Build a new website



Youssef Rabi

Founder, MaamSambaTrading



Food & Beverage



New York City, New York

CLIENT RATING

5.0

Overall Score

Quality: 5.0

Schedule: 5.0

Cost: 5.0

Would Refer: 5.0



The Approach

How did you find TekNexuss?

Referral

Why did you select TekNexuss over others?

- High ratings
- Pricing fit our budget
- Good value for cost

How many teammates from TekNexuss were assigned to this project?

2-5 Employees

Describe the scope of work in detail. Please include a summary of key deliverables.

TekNexuss was hired to design and develop a complete custom CRM system along with a fully functional corporate website.

The scope of work included:

- Discovery and requirement gathering to understand our internal sales, operations, and client management workflows
- UI/UX design for both the CRM dashboard and the public-facing website
- Development of a custom CRM tailored to our business processes (lead management, client tracking, status updates, internal notes, reporting, and role-based access control)
- Website design and development aligned with our brand identity
- Admin panel integration to manage website content dynamically
- Deployment, testing, and performance optimization
- Post-launch support and refinements
- The key deliverables were a fully customized CRM that streamlined our internal operations and improved visibility across teams, along with a professional, scalable website that strengthened our online presence and credibility.





Overall, the project covered end-to-end planning, design, development, and successful launch.

The Outcome

What were the measurable outcomes from the project that demonstrate progress or success?

The project delivered measurable improvements across both operations and customer engagement.

On the CRM side, we significantly improved our internal workflow efficiency. Lead tracking and follow-ups became fully structured, which reduced manual coordination and eliminated data duplication. Our team now has real-time visibility into lead status, client communication, and task ownership, which has improved response time and accountability. Administrative time was reduced substantially because reporting and status tracking are now automated.

On the website side, we launched a professional, conversion-focused platform that improved our brand credibility and client inquiries. The structured content and improved user experience made it easier for potential customers to understand our services and submit inquiries. As a result, we experienced more consistent and better-qualified leads.

Overall, the project helped us move from scattered manual processes to a centralized, scalable system that supports growth and improves operational clarity.

Describe their project management. Did they deliver items on time? How did they respond to your needs?





TekNexuss demonstrated structured and professional project management throughout the engagement. They began with a detailed discovery phase to clearly understand our requirements, workflows, and long-term goals before starting development.

Milestones were clearly defined, and deliverables were broken down into manageable phases. They consistently delivered items on time and maintained transparent communication regarding progress. Whenever there were scope adjustments or additional requests from our side, they discussed the impact clearly and adapted accordingly.

They were highly responsive to our needs. Feedback was handled quickly, revisions were implemented efficiently, and they were proactive in suggesting better technical solutions when necessary. Their communication was clear, organized, and solution-oriented, which made the entire process smooth and stress-free.

Overall, their project management was reliable, deadline-driven, and collaborative.

What was your primary form of communication with TekNexuss?

- Virtual Meeting
- Email or Messaging App

What did you find most impressive or unique about this company?

What impressed us most about TekNexuss was their ability to deeply understand our business operations and translate them into a practical, scalable technical solution.

Their problem-solving approach stood out. Instead of simply executing instructions, they challenged assumptions, suggested smarter workflows, and optimized processes we hadn't even considered improving. This strategic mindset made a significant difference in the final outcome.





Another unique aspect was their responsiveness and ownership. They treated the project as a long-term partnership rather than a one-time job, ensuring everything was polished, scalable, and future-ready.

Overall, their combination of technical expertise, business understanding, and proactive communication made them stand out from other development companies we've worked with.

Are there any areas for improvement or something TekNexuss could have done differently?

Overall, we were very satisfied with TekNexuss and the quality of their work. If there is one area for improvement, it would be providing even more training materials at handover to help onboard new team members more quickly.

That said, whenever we requested clarification or additional guidance, they were responsive and supportive. The project itself was delivered successfully, and any minor adjustments were handled promptly.

In general, our experience was very positive, and we would confidently work with them again.

