

# Yell: All-in-one social media manager for business

*"Companies have been using Yell for over 50 years – Reputation Manager is our way of helping them to embrace a digital business landscape. We're very pleased with the technology underneath our solution. It's based on a leading business citation management tool. With it, our clients can rest easy when it comes to how people discuss their business online."*



Leo Perrotta  
Head of Tech Delivery - Digital, ERP, BI, R&D — Yell

Reputation Manager allows Yell's customers to manage their online reputation, reviews, and profile from a singular location. It tracks and reports on various social media platforms and sites - all powered through the Cloud.

## BUSINESS NEED

As part of their continued digital journey away from paper-based media, Yell's idea for Reputation Manager was to offer its customers a comprehensive solution alongside its digital advertising services. The company also sought to address the growing importance of social media engagement for business owners.

Yell wanted to give its merchants unparalleled means for tracking online reviews and referrals, to ensure they get notified whenever any new information appears. They also

wanted to provide the means for businesses to respond within the same service. This would enable clients to track their online reputation from one singular source - all within Yell's platform.

Since the company had already begun working with a business citation management tool, the next steps were to develop this further, building a comprehensive service that kept businesses up-to-date and answered their needs with regards to what customers are saying online.

## PROJECT DETAILS

Yell's Reputation Manager was developed in 2 key stages. The first involved creating and embedding data from their citation tool and social media application programming interfaces (API) into Yell's Vis Editor.

The second stage involved creating a user interface with exposed API calls. This fulfilled the primary need of easily calling data from Yell to the external citation tool. Similarly, the latter also needed to notify Yell's endpoints and webhooks, which needed to be securely exposed.

These calls are triggered through monitoring social networks. As a result, when businesses are reviewed on a social platform, Yell is notified through the citation tool, in turn sending an update to the business owner, if they are subscribed to the service.

The end result is fast, responsive product that marks Yell's continued growth and progress along the digital path, integrating with the company's wider products and goals.

## BUSINESS BENEFITS

The final product offers Yell's customers a single place to manage their online reputation, as well as access reviews and profiles across the internet. Merchants can now be notified of any new reviews or mentions, ensuring they are always up-to-date, without having to manually check social media networks themselves.

- Business owners now have a single source to track social media engagement and reviews
- Furthermore, the service notifies them of updates, removing the need for manual monitoring
- Alongside Yell's existing digital services, Reputation Manager greatly improves the company's competitive edge and value for clients
- The product also addresses a key area for merchants - social media - supporting Yell's existing advertising services

## TECHNICAL DETAILS

### SOLUTIONS

AWS Cloud, Infrastructure as Code, AWS Serverless, Spring Framework, Test Automation, Business Citation Management

### TECHNOLOGIES

Java, Selenide, Cucumber, RestAssured, yFrame (Yell's frontend framework), AWS EC2, SQS, Elastic Beanstalk, API Gateway, Spring Boot, Freemarker

### TOOLS

JIRA, Redmine, Confluence, AWS CLI, IntelliJ IDEA, Jenkins, Gradle, Maven, GIT

### TEAM

1 BA, 5 QA, 8 Java Developers, 3 Frontend Developers, 1 UX Designer

## ABOUT THE CLIENT

Operating in the online marketing space, as of December 2018, Yell has created over 54,000 websites and managed 20,000 PPC (Pay-Per-Click) campaigns for customers in the United Kingdom. The company has been actively engaging with digital services, helping companies to advertise and promote their businesses and manage their reputations and succeed online. The digital journey continues with exciting, new and improved offerings continuously being released.

## ABOUT PGS SOFTWARE

PGS Software is one of the largest public listed custom software & services providers in Poland. As an AWS Advanced Consulting Partner, and a GCP we specialise in Cloud projects - consulting, cloud-native development, application modernisation, & migration. Working according to agile methodologies (Scrum, DevOps, & Continuous Delivery), we create mobile & web applications as well as provide Business Analysis, Visual Design, UX, UI, & QA services to Clients worldwide. We have development & business entities in Poland, UK, Germany, & Spain.



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