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# Career Development Center's web-based migration application system

By Kumala Wijeratne

The Career Development Center (Pvt) Ltd. has made another visionary innovation in their journey to serve their clients better in an improved age of e-based business. The company's Chief Executive Officer and Founder Unee Samanthika Pathirage and her dynamic team, for the first time in their field of business, has planned to provide their prospective clientele the convenience of a web based e-application system.

The Career Development Centre, or CDC, is a migration consultancy service which has made notable headway in their respective field of operation. Today their plans and strategy to stay ahead in the game have gone beyond the conventional and a customer-focused business approach has brought them to reach the market with a new "e-utility".

The main attraction of this new e-approach is to provide the customer with the convenience of applying online through the internet and reduce, fully eliminating the hassle of travelling to the CDC for the preliminary stage of filling in forms.

Ms. Pathirage having built her enterprise along steadily with her expertise in the field declares this move to be a first in the industry and believes it will provide the company a distinct advantage once in operation, and the process is expected to be completed within the next month and made operational there on. She expressed how the customer's mentality has been taken into consideration when deciding the provision of

web-based application facilities. Many an applicant is anxious as soon as the process is underway and feels the constant need to check on the status of the application until it reaches a result.

This new system will enable the client to check the status of his application online and CDC undertakes to update the developments promptly.

B.L.S.Thilakaratne, the developer of the software to be used in this application process said that it is a tailor-made software application which takes into consideration the numerous concerns connected with making applications for migration and other overseas travel purposes. It is believed that it will prove to be very productive and achieve a new height in customer satisfaction.

Ms. Pathirage and her staff give the client the assurance of constantly following up the developments of every visa application made through their company to the respective Embassy or High Commission. These developments as certain stages are passed will be entered in to the web file which the client can check at his convenience.

How does the process work?

Pathirage explained it as a very simple process. The customer can send his profile to the CDC via fax or e-mail which the staff begins to evaluate in order to calculate its possible success

rate. It is the outcome of this preliminary stage which determines the next step which is the interview. The customer is made to sign an agreement and receives an automated (reference) number.

The applying process can be executed via the website-[www.cdclanka.com](http://www.cdclanka.com) (once the e-application is operational) and the status can be checked by the customer by using the reference number to access the application. All developments are expected to be uploaded in to the file within one day.

Provision has also been made to accommodate the customer's preference to the old fashioned way of 'call up and

check'. The level of efficiency within the company will be upgraded to adopt a system which will run parallel to the new web application system to be implemented and operate with corresponding efficiency. The CEO feels this internal system of documentation and processing will bring the company's efficiency to a new level.

The CDC's web application will also make provisions for online payments via credit card, thereby giving a complete solution through this new facility creating greater customer confidence and satisfaction to prove CDC a highly reliable organization.

Ms. Pathirage claims one of the reasons which prompted this venture is the increasingly high number of applications which is a happy testimony the confidence placed in CDC by their valuable customer base.

CDC is planning to mark this new development with a festive gala type launch projecting the company as an organization committed to provide efficient service and creating a tremendous impact on customer trust and reliability, maintaining its position on the crest of success.

