

# COMPANY PORTFOLIO

# SCARLET CREATIVE SOFTWARE LIMITED

SERVING THE UNDERSERVED



[WWW.SCARLETCREATIVESOFTWARE](http://WWW.SCARLETCREATIVESOFTWARE)



# OUR STORY BEGINS: A LETTER FROM THE FOUNDERS



Michael Ali  
Director



Gabriela Sewdhan  
Director

At Scarlet Creative, we believe technology should not just build systems, it should build hope. We started this journey in October 2021 with a promise to ourselves: **create technology that protects, uplifts, and heals, not just scales.**

We partner with **businesses, NGOs, and impact-driven organisations** that share a vision of progress rooted in humanity. Whether it's AI and automation for growing companies or digital platforms serving vulnerable communities, our compass remains the same: **empathy first, impact always.**

From initiatives like **Tee4Humanity**, turning art into real-world change, to future dreams like **building an animal sanctuary and supporting grassroots heroes**, our purpose goes beyond code, it's about compassion in action.

Scarlet Creative is more than a tech company. It is a promise to build a kinder future, where innovation serves people first.

Thank you for walking this journey with us! Whether you are a visionary founder, a global change-maker, or a community builder. **Let's create solutions together!**

—  
**Michael and Gabriela**  
Co-founders of Scarlet Creative





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# AT A GLANCE

## COMPANY NAME

SCARLET CREATIVE SOFTWARE LIMITED

## TAGLINE

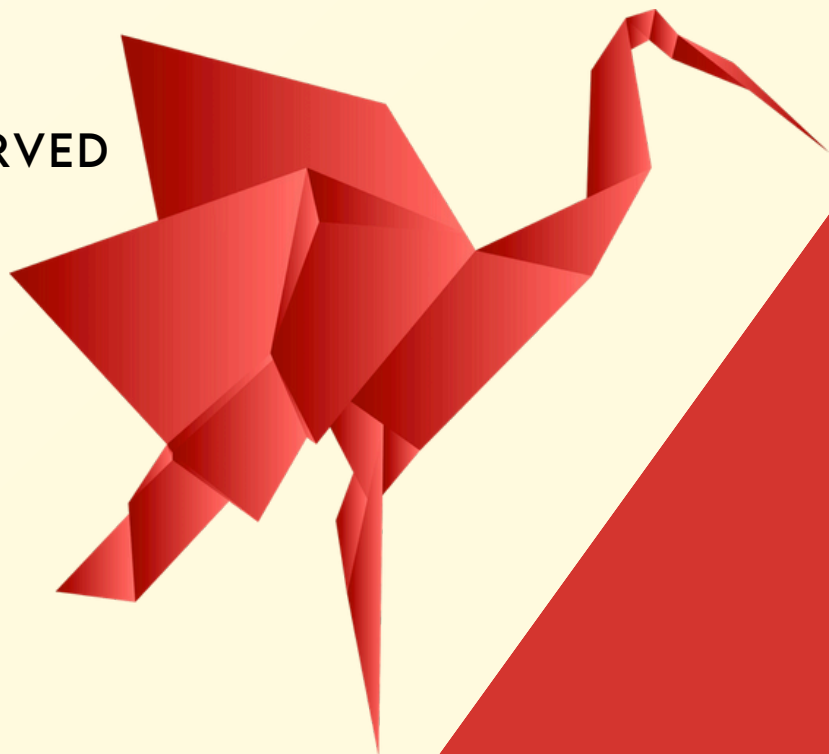
SERVING THE UNDERSERVED

## FOUNDED IN

OCTOBER 2021

## LOCATION

TRINIDAD & TOBAGO



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## CONTACT INFORMATION



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### Web Address

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# WHO WE ARE

## Our Vision

To be a global leader in transformative technology, delivering innovation that drives meaningful progress for both businesses and communities. We aim to push the boundaries of what's possible, creating scalable and impactful solutions that accelerate growth, empower people, and enable technology to become a force for real change.



## Our Mission

At Scarlet Creative Software, we build technology that bridges innovation and impact. Whether empowering NGOs to create change or helping businesses scale sustainably, our goal is to make digital transformation accessible, ethical, and human-centered.

**To achieve this mission, we focus on:**

- **Innovation:** Using the latest technologies to create top-tier solutions.
- **Client Success:** Serving both for-profit and non-profit sectors with solutions tailored to their unique goals.
- **Quality:** Delivering reliable, high-performance systems with long-term value.
- **Affordability:** Making advanced technology accessible to all.
- **Ethical Technology:** Upholding transparency, fairness, and responsible innovation.
- **Social Responsibility:** Empowering communities through technology.
- **Empowered Teams:** Fueling creativity, collaboration, and growth within our people and partners.
- **Sustainable Impact:** Prioritising solutions that create lasting, positive change, in commerce and communities.



# WHO WE ARE

## What We Believe In



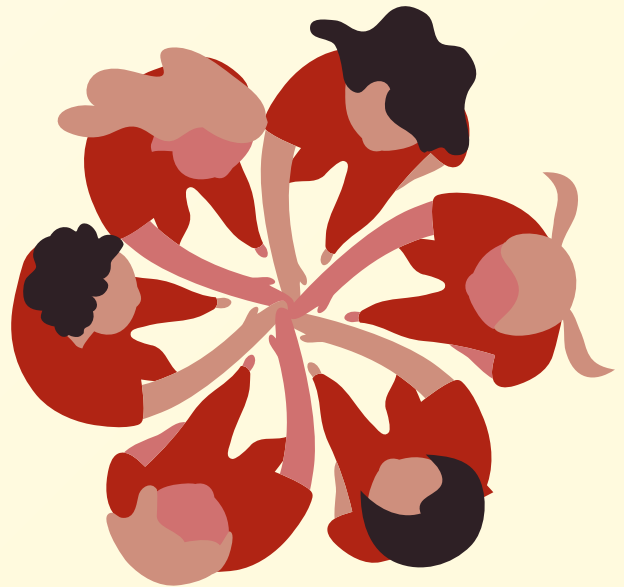
### Helping Others

We serve everyone, ensuring technology is accessible and beneficial to all.



### Transparency

We maintain open, honest communication to build strong, trusting relationships.



### Teamwork

We foster a supportive, inclusive environment that values every contribution.



### Trust

We build trust by consistently delivering high-quality solutions and honouring commitments.



### Integrity

We uphold ethical behavior, honesty, and accountability in all our actions.



### Creativity

We encourage original thinking to stay ahead and provide unique, effective solutions.



### Autonomy

We empower our team to take initiative, fostering responsibility and growth.



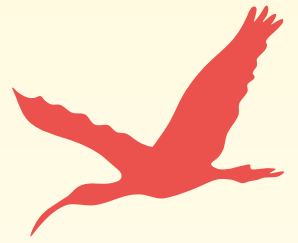
### Respect

We value diverse perspectives and treat everyone with mutual respect.



# WHAT WE DO

## Our Toolkit for Change: Our Services



We offer a comprehensive suite of software development services, each one designed to help our partners and clients achieve their social and business objectives. We think of these as our tools for building a better world.

### Custom Software & Application Development

We build tailored **web and mobile applications** that solve real-world problems. From healthcare scheduling hubs that improve patient care to platforms that connect farmers with markets, we create tools that make a tangible difference.

### Artificial Intelligence

We build intelligent systems that can analyse data, generate insights, and create content, helping organisations make smarter decisions and communicate more effectively.

### Big Data

We harness big data technologies to help organisations manage and process vast amounts of information, enabling scalable and efficient data solutions.

### Automation

We help public and private sector organizations optimise their operations through hyperautomation. This allows them to reduce administrative overhead, streamline workflows, and dedicate more resources to their core missions.

### Data Analytics & Impact Measurement

We provide data analytics tools that help organisations track and visualize their Key Performance Indicators (KPIs), measure their social impact, and make data-driven decisions to better serve their communities.



# WHAT WE DO

## Our Toolkit for Change: Our Services

### Odoo Integration for Efficiency

We streamline operations for organisations through expert Odoo integration, helping them manage resources, projects, and finances more effectively.

### Consultation Services

We provide expert guidance to help organisations navigate their digital transformation, from initial strategy to implementation and beyond.

*Our partnership continues after delivery with ongoing support, maintenance, and consultation to ensure your long-term success.*

### UI/UX Design & Branding

We create intuitive, accessible user interfaces and powerful branding that tells your story. From logo design to the full user experience, we ensure your message connects with your audience.

### Microsoft & Oracle Services

We provide expert services for Microsoft and Oracle platforms, helping organizations leverage these powerful ecosystems to build scalable, resilient, and secure infrastructure.





# STORIES OF IMPACT

## Our Solutions in Action

### Technology with a Heart

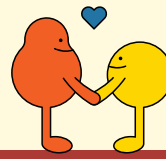
At Scarlet Creative, we believe technology should create real-world impact, not just for businesses, but for communities too. These stories highlight how we've helped organizations overcome challenges, save time, and unlock new opportunities. From NGOs to growing companies, the results speak for themselves: less manual work, more focus on what matters most.



# 1 TEE4HUMANITY – TURNING ART INTO ACTION

## THE CHALLENGE

Important stories: humanitarian, environmental, cultural, and community-based often go unnoticed. People want to help, but don't always know how or if their contributions make a real difference.



**BREAKING  
NEWS**



## WHAT WE DID

We created **Tee4Humanity**, a platform that connects local and international artists with communities everywhere.

- **Each week**, our system highlights underreported stories from across the globe.
- **Artists** then **design a limited-edition t-shirt** inspired by that week's theme.
- Shoppers **choose their price** and **decide which charities** benefit from their purchase, making giving transparent, creative, and personal.

## THE IMPACT

Empowered buyers to **decide where donations go**

Built a **global community** connecting artists, causes, and supporters

Created **wearable awareness** that spreads stories worldwide



## HOW IT WORKS

- **Story Detection:** Our system scans global news to surface 10 underreported issues each week.
- **Artist Collaboration:** We connect with local and global artists to design a t-shirt inspired by the chosen cause.
- **Dynamic Storefront:** Each design is live for 24 hours, with built-in sliders that let customers choose where their donation goes.
- **Transparent Impact:** Charity logos are printed right on the shirt so every purchase becomes a walking statement of support.

## SKILLS



SquareSpace

Painting

Scanning

Social Awareness

Digital Art

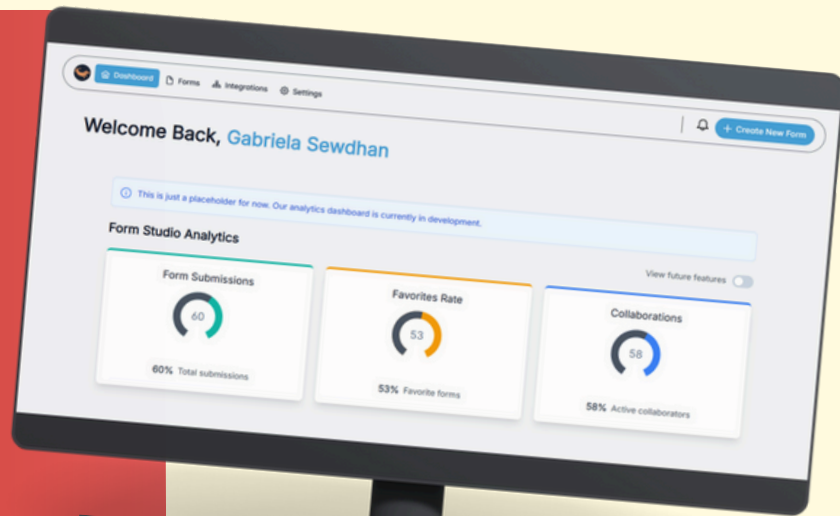
Print-on-demand  
APIs

## 2

# SCARLET FORM STUDIO - EMPOWERING ORGANISATIONS THROUGH DATA

## THE CHALLENGE

Data is one of the most valuable tools for any organisation. It guides decisions, proves impact, and shapes growth. But for many nonprofits and businesses, **collecting and managing that data is time-consuming, error-prone, and often locked away in complex spreadsheets.**



Completely **FREE** for NGOs, Students and Educators

## WHAT WE DID

We built **FormStudio**, a **drag-and-drop form builder** that makes **data collection effortless**. From volunteer sign-ups to customer feedback, **it turns responses into instant insights.**

## THE IMPACT

**Instant reporting** for smarter, faster decisions

**Accessible for all**, from grassroots NGOs to scaling businesses

**Cuts admin time** so teams can focus on people and growth

## HOW IT WORKS

- Create forms easily with drag-and-drop
- Add smart fields (e-signatures, uploads, validations)
- Generate PDFs and dashboards instantly
- Syncs with Google Sheets & Zapier for seamless integrations

## SKILLS & TECH STACK



Next.js

Vue.js

Google Sheets API

Google Workspace

Zapier

# 3

## AI DATA ASSISTANT – TURNING COMPLEX DATA INTO SIMPLE ANSWERS

### THE CHALLENGE

One organisation had mountains of performance data but no easy way to use it. Reports took ages to prepare, and non-technical staff struggled to get insights.



### WHAT WE DID

We built an **AI-powered assistant** that works like a **smart teammate**.

- You ask a question in plain English: “**How did our program perform this month?**”, and it **instantly finds the data, runs the analysis, and explains the results clearly**.

### HOW WE BUILT IT

Advanced language models, semantic search, and automated pipelines powered by Python, Pinecone, and Google Cloud.

### THE IMPACT

- 70% faster** access to crucial data
- 3× more data-driven** decisions across the team
- Empowered non-technical staff** to use data confidently



## 4

# ONLINE TRAINING AUTOMATION – EXPANDING ACCESS TO EDUCATION

## THE CHALLENGE

An education provider needed to **deliver certification courses online**. But compliance reporting was still **manual and time-consuming**, eating up hours of staff time.



## WHAT WE DID

We set up a **fully automated online training system** using Kajabi.

- **Learners are guided through the entire journey:** from sign-up and payment, to instant course access, progress reminders, and automated certificate generation.
- Most importantly, we **integrated directly with the FMCSA API** so completion data is submitted **automatically**, eliminating hours of manual reporting.

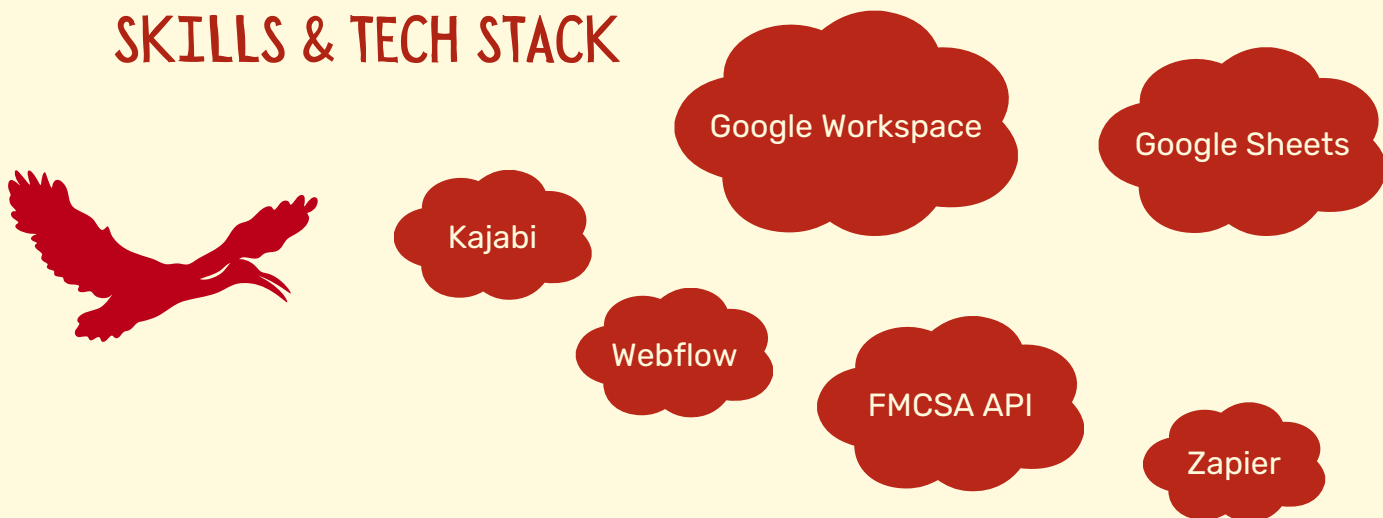
## THE IMPACT

**95% less manual** reporting for staff  
**50% faster** onboarding for students  
**Wider program reach** with **automated funnels** and **free sample lessons**

## KEY AUTOMATIONS IMPLEMENTED

- **Seamless onboarding:** Registrations trigger automatic welcomes, login syncs, and onboarding forms that feed directly into Google Sheets.
- **Automated learning journey:** Students get instant course access, progress reminders, certificates, and support handling—no staff intervention needed.
- **Effortless compliance:** Completion data is auto-submitted to regulators through the FMCSA API, cutting hours of manual reporting.
- **Reliable integrations:** Kajabi, Webflow, Zapier, and Google Workspace tie it all together so leads, learners, and data stay perfectly in sync.

## SKILLS & TECH STACK



## TASKBOOK PLATFORM - STREAMLINING COMMUNITY OUTREACH & FIELD OPERATIONS

### THE CHALLENGE

As service organizations grew, they were **losing countless hours** on manual scheduling, confirmation calls, and keeping files scattered across different systems. This **created confusion** for staff, missed appointments, and frustration for the communities they serve.



### WHAT WE DID

We developed **TaskBook**, our in-house platform designed to simplify field operations from end to end.

- TaskBook **automatically ingests work orders, schedules appointments, sends confirmations, and keeps all documentation in sync.**
- Staff can see **real-time updates in one place**, while **customers receive reminders and status notifications** without a single manual call.

### THE IMPACT

**95% less manual** scheduling work

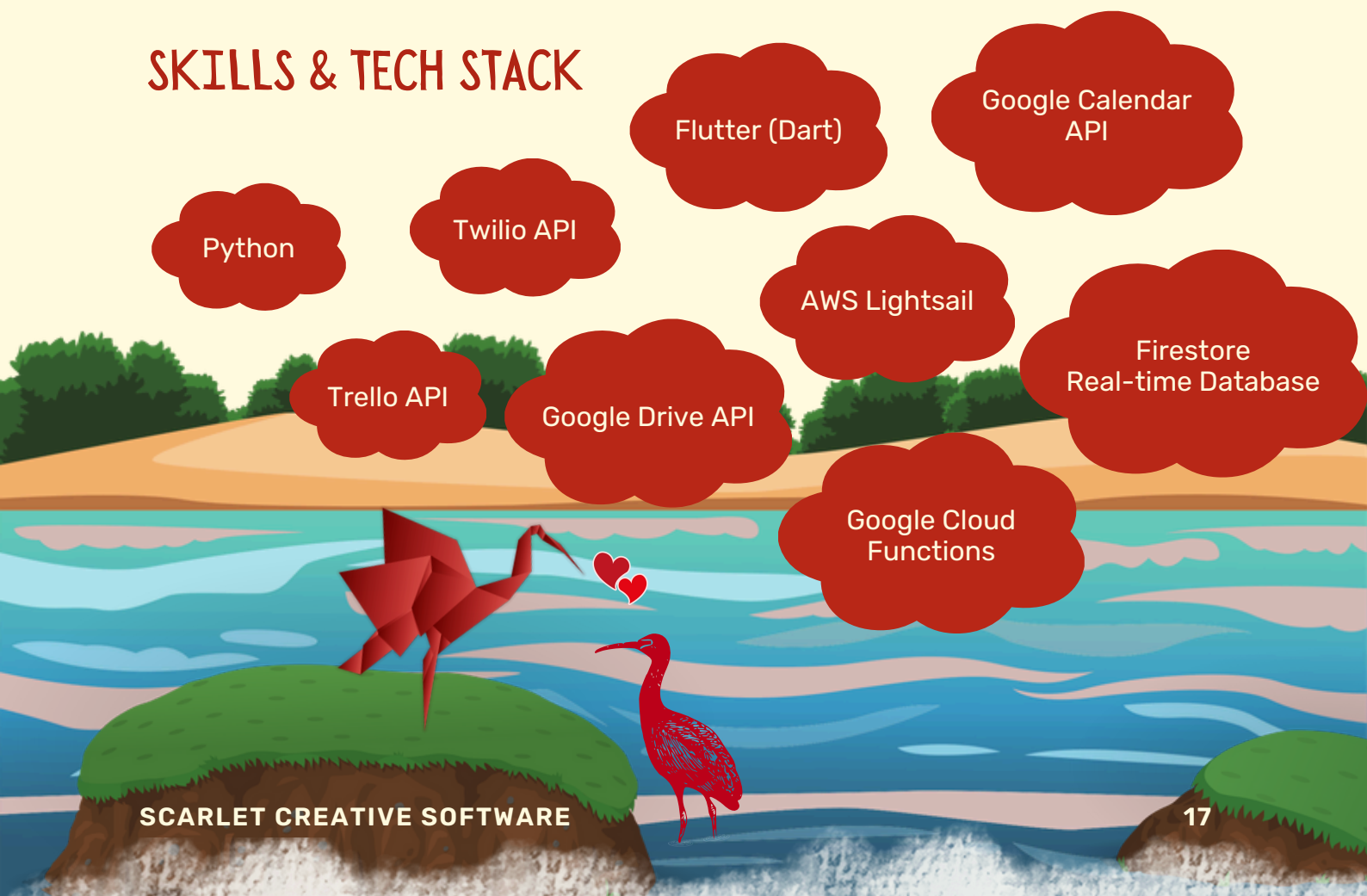
Real-time alerts **improved customer satisfaction**

**Always-synced schedules** boosted technician productivity

## HOW IT WORKS

- **Job Intake:** Work orders are uploaded via CSV and instantly cleaned and stored in **Firebase Firestore**.
- **Smart Scheduling:** A cloud function creates calendar events in **Google Calendar**, automatically assigning times, locations, and staff.
- **Document Sync:** Each job links to a **Google Drive folder**, so technicians always have up-to-date sheets and files.
- **Customer Communication:** Daily **SMS, calls, and email reminders** are sent through **Twilio**, with staff able to manually trigger custom messages if needed.
- **Feedback Tracking:** SMS replies are logged as **Trello cards**, giving the team full visibility into customer responses.
- **Scalable & Cloud-Native:** Built on **Flutter, Python, and Google Cloud Functions**, **TaskBook** grows with demand and keeps data flowing in real time.

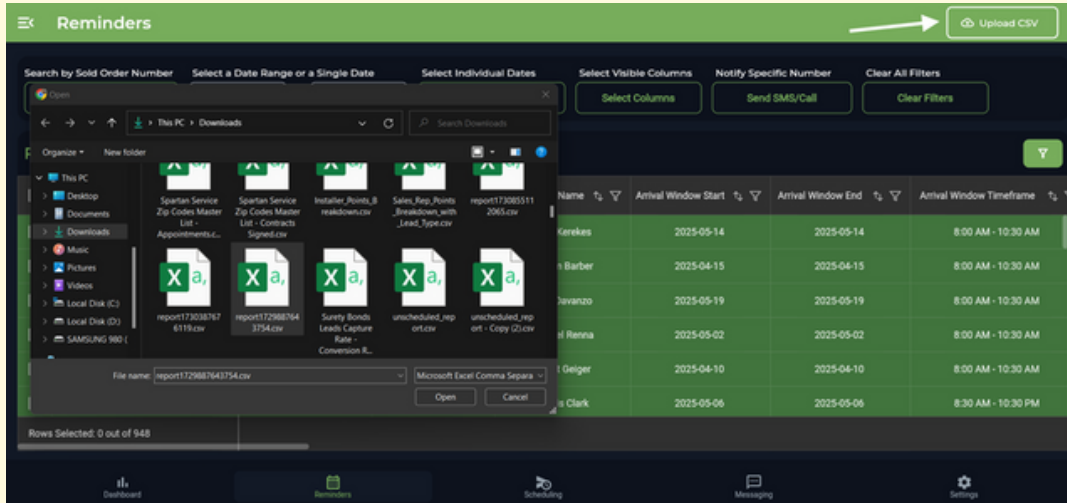
## SKILLS & TECH STACK





# WORKFLOW WITH SCREENSHOTS

## 1. CSV Upload to Firebase



Work orders are uploaded via CSV, **automatically cleaned** and **pushed to Firestore**.

## 2. Calendar Event Creation

Upon upload, **jobs automatically sync to Google Calendar with technician schedules, locations, and customer info.**

### 3. Google Drive Folder Sync

Each **job** links to a **sync'd Drive folder**, providing **instant access to collection sheets** and **documents**.

## 4. Automatic Daily Notifications

Description  
This CRON will trigger from Monday to Friday at 3PM to send out confirmations

Frequency \*  
0 15 \*\* 1-5

Schedules are specified using unix-cron format. E.g. every minute: '\* \* \* \* \*', every 3 hours: '\*0 \*/3 \* \* \*', every Monday at 9:00: '\*0 9 \* \* \* 1'. [Learn more](#)

- Minute and Hour:
  - At 3:00 PM
- and Day:
  - From Monday to Friday

Timezone \*  
Eastern Standard Time (EST)

The system **auto-sends SMS, call, and email reminders** at 3 PM daily, with **dynamic logic for Monday-Friday scheduling**.

### 4.1 Manual Notifications

A user can **manually send Confirmation, Schedule Reminder, and custom messages to customers**.

Reminders

Search by Sold Order Number | Select a Date Range or a Single Date | Select Individual Dates | Select Visible Columns | Notify Specific Number | Clear All Filters

REMEMINDERS

Sold Order Number	Notification Status	Work Order Type	Contact Full Name	Arrival Window Start	Arrival Window End	Arrival Window Timeframe
03796400	** No Notifications Sent	Install	James Judge	2024-03-02	2024-03-02	8:00 AM - 10:30 AM
03409622	** No Notifications Sent	Install	Karen Clarke	2024-03-08	2024-03-08	8:00 AM - 10:30 AM
02902988	** No Notifications Sent	Install	Edward Stolz	2024-03-06	2024-03-06	8:00 AM - 10:30 AM
03204443	** No Notifications Sent	Install	Danny McFadden	2024-03-06	2024-03-06	8:00 AM - 10:30 AM
03440789	** No Notifications Sent	Install	Victor & Linda Arslanyan	2024-04-14	2024-04-14	8:00 AM - 10:30 AM
03633301	** No Notifications Sent	Install	Michael Palma	2024-03-02	2024-03-02	8:00 AM - 10:30 AM

Rows Selected: 1 out of 1105

NOTIFY CUSTOMERS

Status Chosen: ☒ Confirmed

Notification will be sent to 1 customer

Notification Options

☒ SMS

☒ Call

☒ Email

Message to Customer

0/1400

Final Notification Message

Dear [Contact-FullName], we are confirming that you have a scheduled appointment at [Account- AccountName] on [ScheduledApptDate] in our technician is scheduled to be at your service location

Cancel Send

NOTIFY SPECIFIC NUMBER

Notification Options

☒ SMS

☒ Call

Please enter a US mobile number. Texts to landlines will not be sent.

+1 Enter Custom Phone Number

0/19

Custom SMS/Call Message

Custom Message

Reset Send

SCHEDULED DATE OPTIONS

Notification will be sent to 1 customer

Notification Options

☒ SMS

☒ Call

☒ Email

Estimated Duration

Hours

Time Options

Option A

Start Date End Date

Option B

Start Date End Date

Option C

Start Date End Date

## 4.2 Manual Notifications - Date Options for Unscheduled Customers

	Sold Order Number	Notification Status	Work Order Number	Contact Full Name	Sold Order Bill to Contact Home Phone	Sold Order Bill to
<input type="checkbox"/>	03602007	No Notifications Sent	0541327	Victor Velaz	(718) 998-0548	
<input type="checkbox"/>	03607628	No Notifications Sent	05445410	Sharmen Linsauer	(516) 932-0449	
<input type="checkbox"/>	03607645	No Notifications Sent	0547180	Jean Leung	(917) 627-1368	
<input type="checkbox"/>	03604600	No Notifications Sent	0595277	Christine Pauliner	(347) 630-1933	
<input type="checkbox"/>	03620905	No Notifications Sent	0594934	Alexandra Gullot	(846) 753-5115	
<input type="checkbox"/>	03627872	No Notifications Sent	0599349	Sybil Mack	(347) 453-3874	

**SCHEDULED DATE OPTIONS**

Notification will be sent to 1 customer

Notification Options

- ☒ SMS
- ☒ Call
- ☒ Email

Estimated Duration: \_\_\_\_\_ Hours

Time Options

Option A: Start Date [ ] End Date [ ]

Option B: Start Date [ ] End Date [ ]

Option C: Start Date [ ] End Date [ ]

Service Summary: [ ]

[Reset] [Send]

**SELECT DATE**

April 2025

Mon, Apr 7

CANCEL OK

**SELECT TIME**

12:00

AM PM

CANCEL OK

Time Options

Option A: Start Date Apr 7, 2025 @ 12:00:00

You are scheduling on or too close to the current day!

A user can **manually send Date Options (unscheduled appointments)** and **custom messages to customers**. There are validation checks in place to **ensure the user does not enter a date too close to the current day**.

## 5. Trello SMS Tracking

**Customer SMS responses** are captured and logged as Trello cards for better visibility and coordination.

## CUSTOM CRM INTEGRATIONS & WORKFLOW AUTOMATION - UNIFYING SYSTEMS FOR A SINGULAR MISSION

### THE CHALLENGE

A partner's operations were scattered across **multiple platforms**: contracts in DocuSign, invoices in QuickBooks, tasks in JobNimbus, and communications in Slack. This **caused errors, delays, and double work.**



### WHAT WE DID

We connected everything into one seamless flow.

- **Contracts, leads, and tasks** now **sync automatically** across systems, with **data updates happening in real time** inside Odoo ERP.

### THE IMPACT

**70% less manual work** for staff

Clearer **visibility** into tasks and contracts

**Fewer errors** with **real-time data** syncing

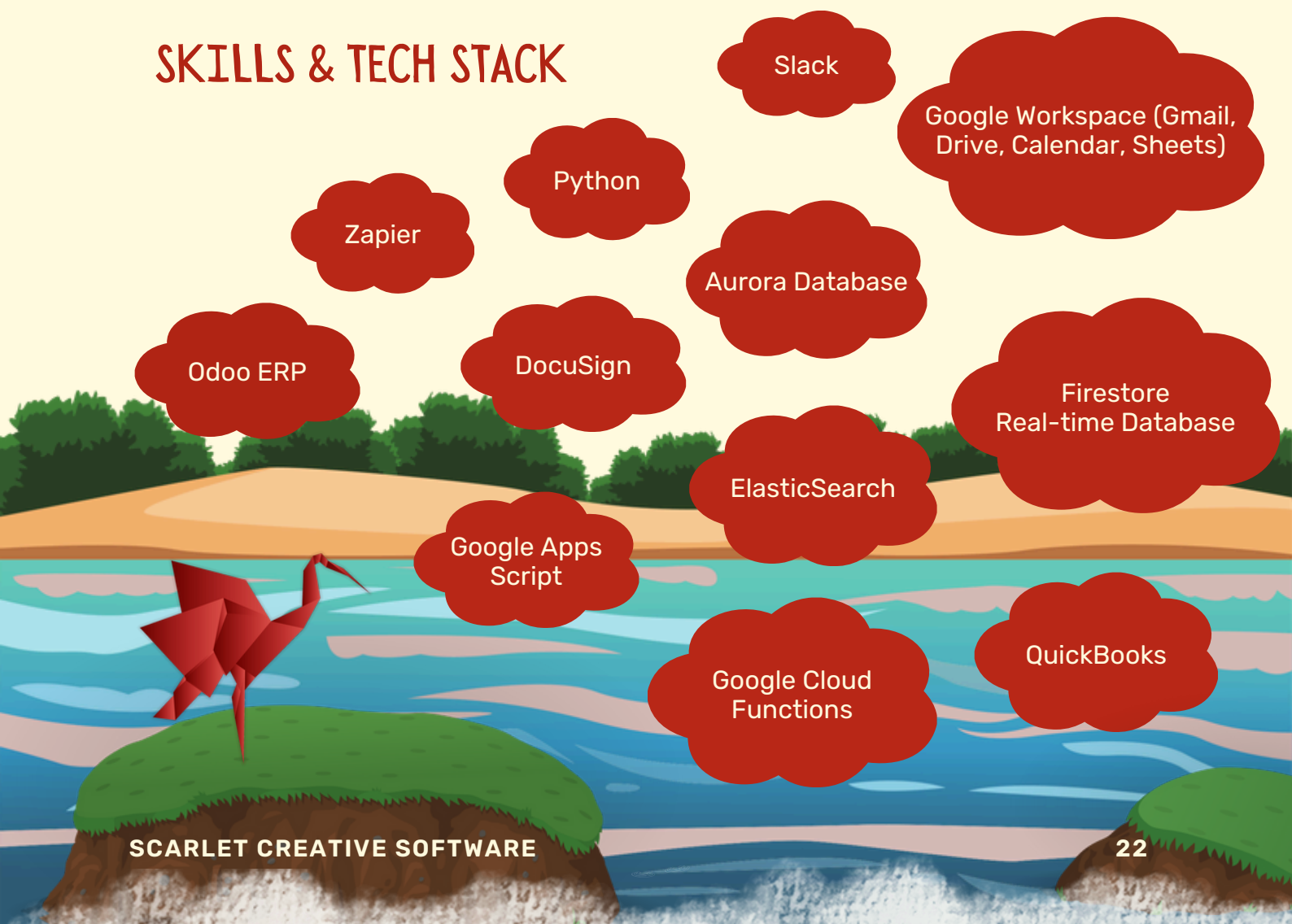


## HOW IT WORKS

- **Lead Capture:** New leads flow into Odoo from multiple sources (JobNimbus, web forms, Google Sheets)
- **Contract Automation:** Signed contracts in DocuSign trigger automatic record updates in Odoo ERP and QuickBooks
- **Task Syncing:** Jobs and updates push directly into Slack and ClickUp, keeping teams aligned
- **Reporting:** Dashboards inside Odoo ERP pull in data from all systems, giving leaders real-time visibility without manual exports

✨ WHETHER IT'S DONOR TRACKING FOR AN NGO OR CUSTOMER MANAGEMENT FOR A BUSINESS, THIS KIND OF INTEGRATION KEEPS EVERYTHING RUNNING SEAMLESSLY.

## SKILLS & TECH STACK



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# CAPTURING THE LOCAL MARKET WITH TARGETED WEB DEVELOPMENT - BUILDING HIGH-PERFORMANCE SITES FOR LOCAL MARKETS

## THE CHALLENGE

The client's old website was **not optimised** for **local search** or modern lead generation, **limiting their reach and credibility.**



TIME TAKEN: 2 MONTHS

## WHAT WE DID

We rebuilt their site on **WordPress** with **SEO-optimised local city pages**, **faster load times**, and **dynamic templates for promotions.**

## THE IMPACT

**50% increase** in local leads

Modern, professional **online presence**

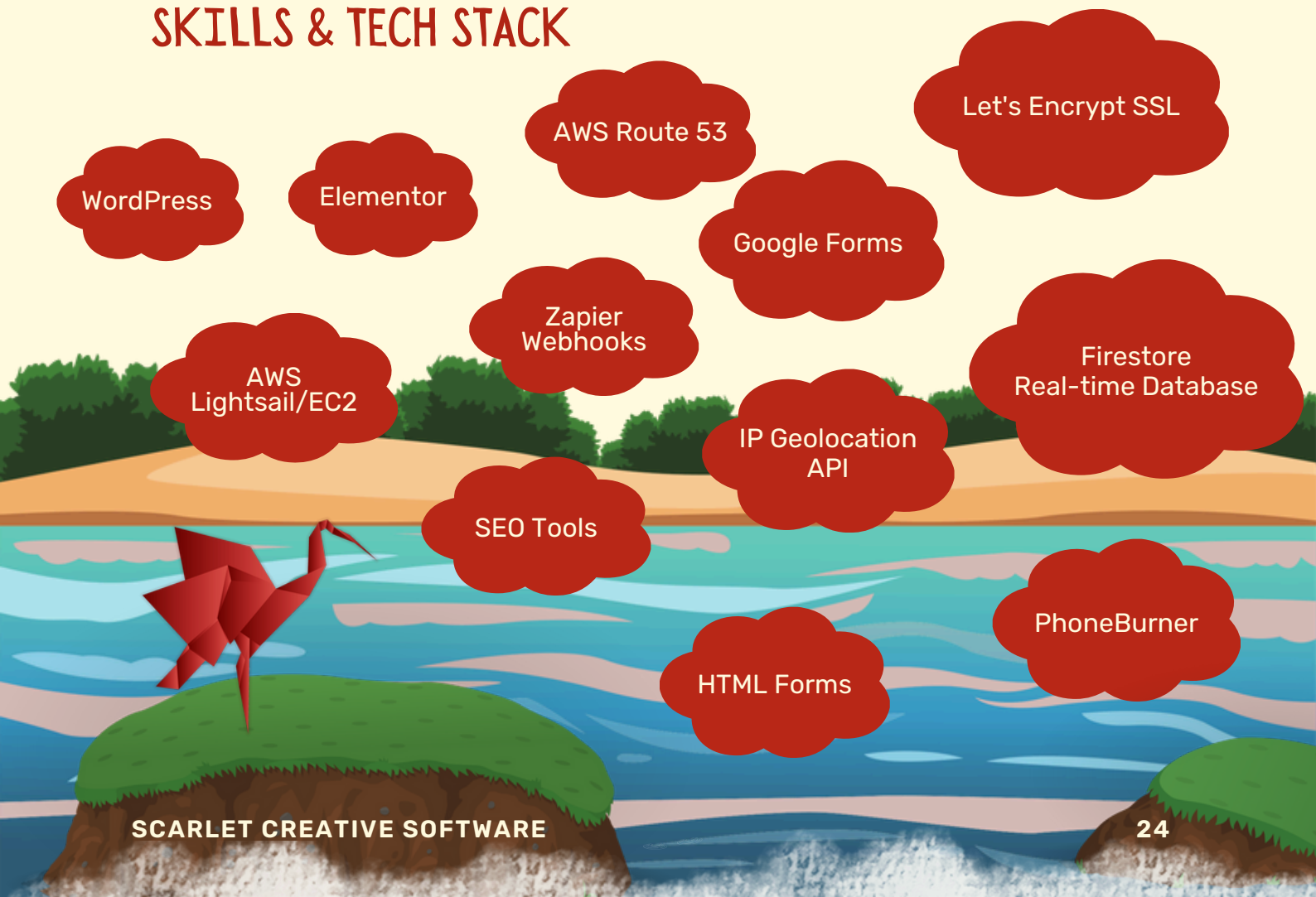
**Stronger brand visibility** in key markets

## HOW IT WORKS

- **Discover & Analyse** - We started by reviewing existing traffic data and local search performance to understand where leads were dropping off.
- **Rebuild & Optimise** - We rebuilt the site in WordPress with SEO-focused city landing pages, fast-loading templates, and dynamic sections tailored to each service area.
- **Launch & Measure** - Once live, we integrated analytics tools and form tracking to measure conversions and continuously improve local visibility.

✨ FOR NONPROFITS AND BUSINESSES ALIKE, A STRONG DIGITAL PRESENCE BUILDS TRUST AND HELPS REACH THE RIGHT PEOPLE FASTER.

## SKILLS & TECH STACK

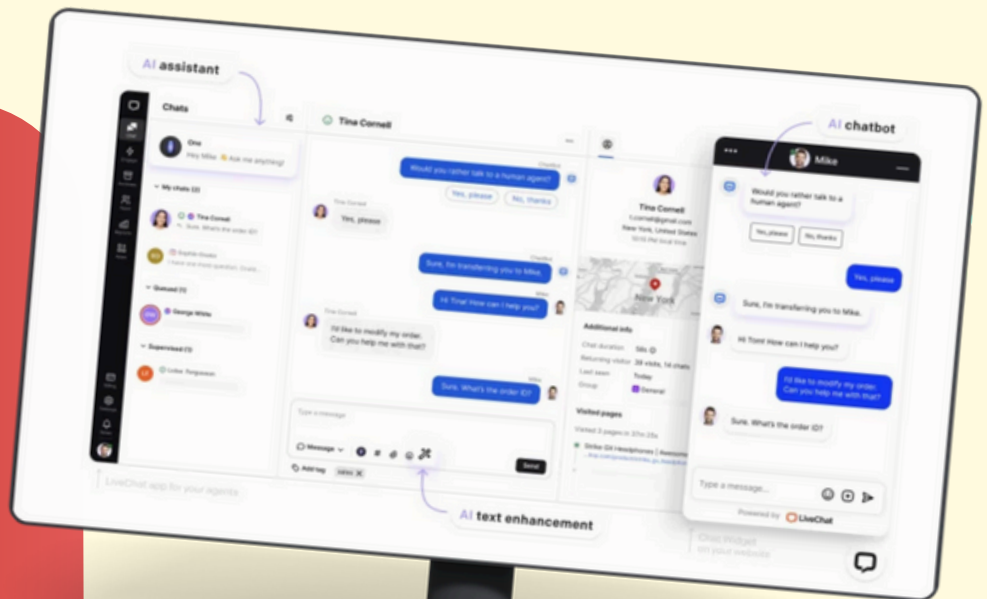


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## MEETING YOUR CUSTOMERS ON THEIR FAVORITE APP - CONNECTING YOU WITH CUSTOMERS ON IMESSAGE

### THE CHALLENGE

The client wanted to **connect with iOS users natively via Apple Messages**, but **compliance hurdles and technical complexity** stood in the way.



TIME TAKEN: 1 MONTH

### THE IMPACT

**50% increase** in local leads

Modern, professional online presence

Stronger brand visibility in key markets



# WHAT WE DID

## Platform Setup & Compliance

- We integrated **LiveChat** with **Apple Business Messages**, managed **Apple's commercial account submission**, and **ensured compliance** with branding, messaging, RichLinks, and privacy standards.
- We also collaborated with LiveChat support to **resolve platform bugs** and **provided demo videos for compliance verification**.

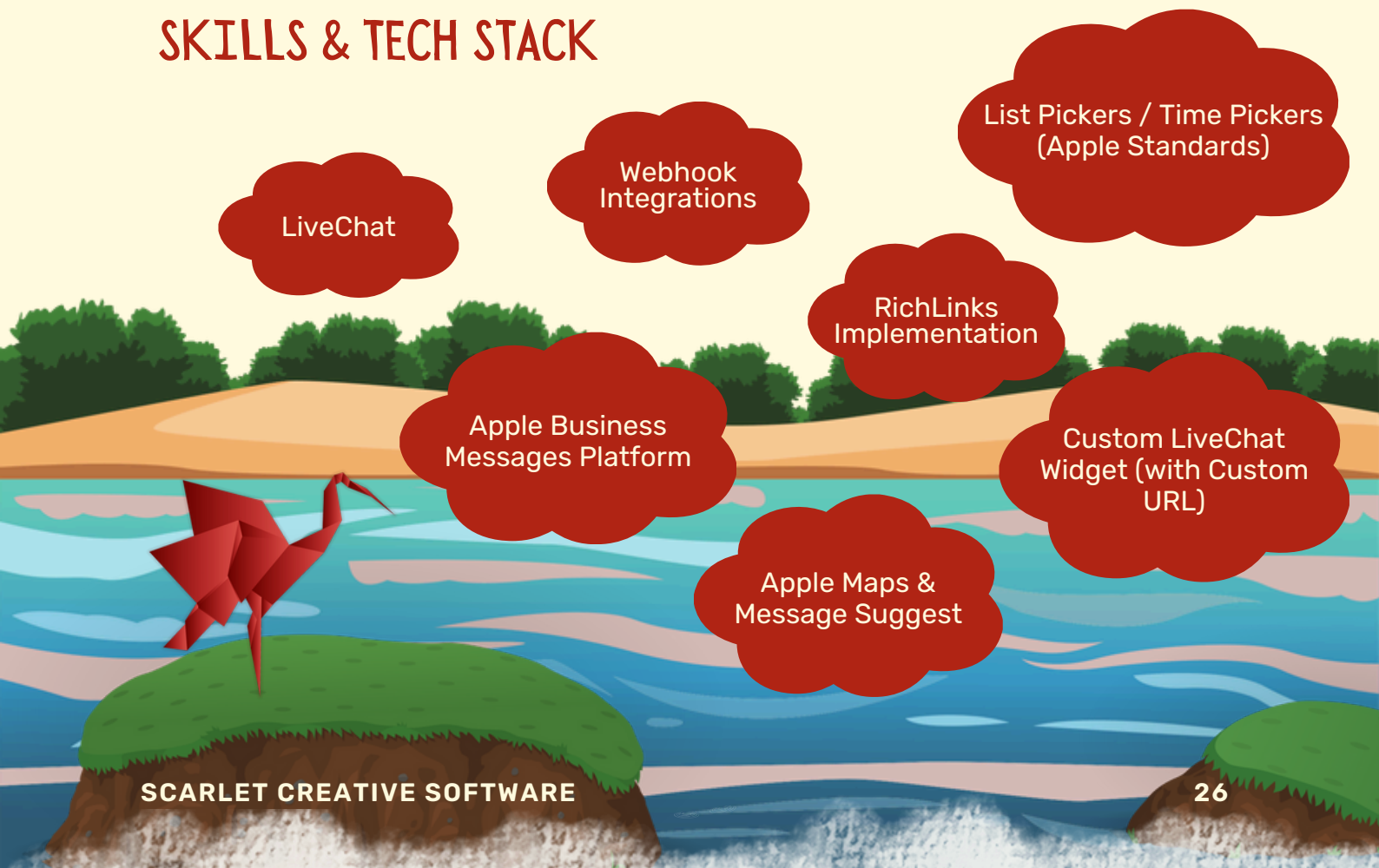
## User Entry Points

- Designed **multiple iOS access points** including Apple Maps, Message Suggest, website CTAs (header/footer/buttons), and a custom URL to transfer chats from the LiveChat widget.

## Interaction Flow Design

- Developed **chatbot flows** with **agent transfers, out-of-office handling, interactive pickers/surveys, and webhook-enabled form submissions**, ensuring smooth, engaging customer experiences.

# SKILLS & TECH STACK



## ELIMINATING MANUAL WORK WITH API INTEGRATION - AUTOMATING REPORTS WITH THE AURORA API

### THE CHALLENGE

After contracts were signed, staff had to manually request roof measurements, create reports, and update multiple systems, delaying projects.

This process **wasted valuable time**, **delayed project kickoffs**, and **created room for errors**.



TIME TAKEN: 2 WEEKS

### WHAT WE DID

We built a **fully automated workflow** that springs into action the moment a contract is signed:

- **Instantly pulls project details** via the **Aurora Solar API**
- **Generates a polished, branded PDF report in seconds**
- Pushes the report seamlessly into **Odoo, Slack, QuickBooks, and Google Sheets**

**No waiting. No manual steps. Just instant data flow.**

### THE IMPACT

**100% automation from contract to kickoff**

**Faster turnaround for customers**

**Consistent, professional reporting**

✦ FOR NGOS AND BUSINESSES, AUTOMATION MEANS FEWER BOTTLENECKS AND MORE TIME FOR MEANINGFUL WORK.

## SKILLS & TECH STACK

Python

Slack

Aurora Solar API

Zapier

AWS S3 (via  
Aurora)

Google Cloud  
Functions

Odoo ERP

Google Sheets

QuickBooks

# AI-POWERED DATA COLLECTION - SCRAPING DATA AND DATA ARCHIVING FOR RETENTION

## THE CHALLENGE

NGOs and businesses needed structured public data for research and compliance. Manual scraping was slow, and many sites blocked standard tools.



## THE IMPACT

**90% less manual collection work**

**Reliable, structured data** every time

**Scalable** for large datasets



## WHAT WE DID

- We **built a stealth data collection system** with Node.js and Puppeteer, designed to **bypass CAPTCHAs, dynamic loading, and anti-scraping defenses**.
- Using rotating proxies, fingerprint management, and automated error handling, the system **reliably extracts public data, cleans and normalises it, then delivers it in ready-to-use formats** (CSV/JSON) or directly into client systems.
- This automated pipeline **replaces hundreds of hours of manual work** with a scalable, monitored, and compliant solution.

✨ FROM NONPROFIT RESEARCH TO BUSINESS INTELLIGENCE, THIS KIND OF AUTOMATION TURNS DATA INTO ACTIONABLE INSIGHTS.

## SKILLS & TECH STACK

Node.js

Puppeteer

Puppeteer Extra Stealth Plugin

Google Cloud Scheduler

Google Cloud Run

WebDriverWait (Selenium)

Selenium

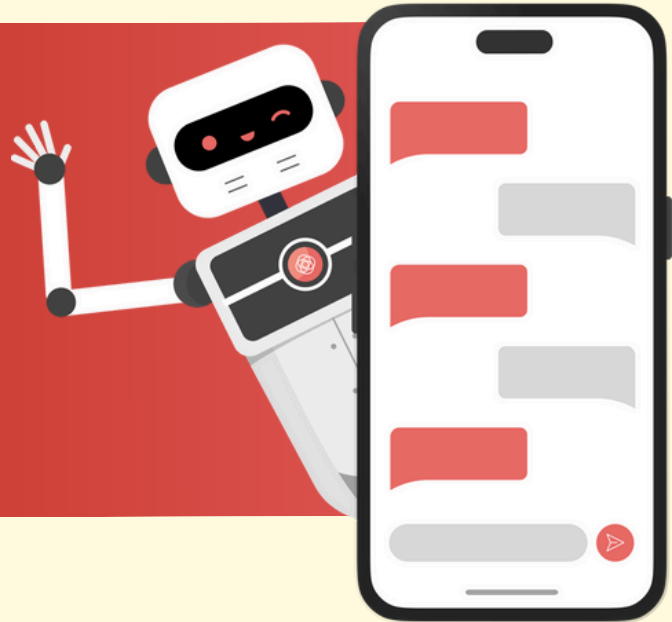
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## END-TO-END CUSTOMER ENGAGEMENT AND E-COMMERCE AUTOMATION - PHASE 1: DEVELOPMENT AND IMPLEMENTATION OF AN AI BOND SPECIALIST CHATBOT

### THE CHALLENGE

The client needed a way to **engage bond customers 24/7**, answer questions, and qualify leads automatically.

**TIME TAKEN: 2 WEEKS**



### SKILLS & TECH STACK

Custom Knowledge  
Base (CSVs/Excel  
files)

Zapier Chatbots

### THE IMPACT

**80% less manual** lead qualification

**Accurate, instant recommendations**

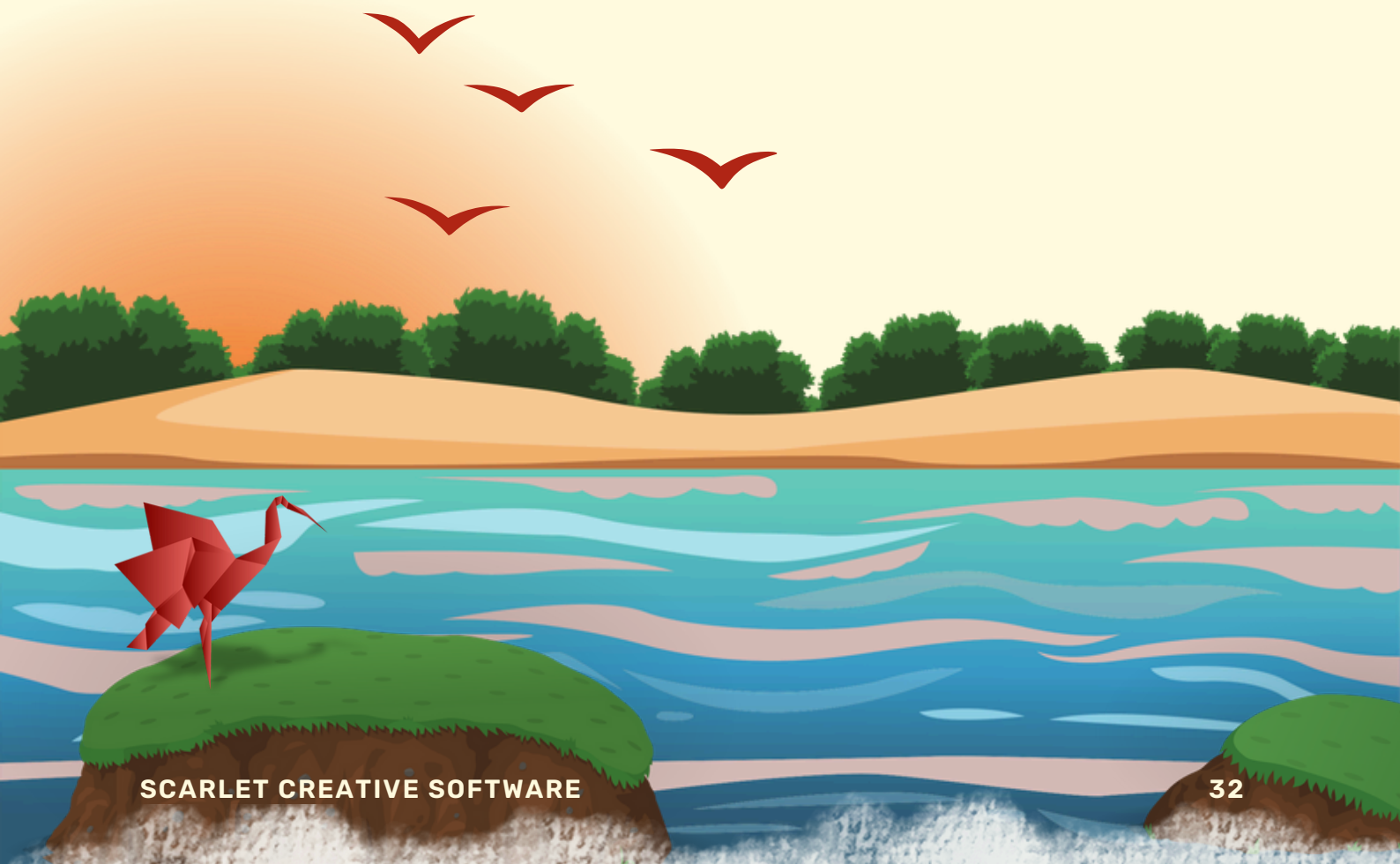
A **scalable** support tool available  
**24/7**

## WHAT WE DID

We built an **AI-powered chatbot** to serve as a virtual Surety Bond Specialist, helping clients find the right bond, answer questions, and capture lead data automatically.

- **Trained Expertise:** Integrated a rich knowledge base from client CSVs/Excel files, covering bond types, product categories, contractor types, locations, FAQs, and contact details.
- **Smart Logic:** Confirmed user state before recommendations, routed specific bond types (like Performance and Bid) to external forms, and shared dynamic FAQ links and contact info.
- **Seamless Conversations:** Managed unavailable products, state-only inquiries, and off-topic questions with helpful, automated responses.

✦ FOR NGOS OR BUSINESSES, AI CHATBOTS CAN EXTEND YOUR TEAM'S REACH, IMPROVE SERVICE, AND FREE PEOPLE TO FOCUS ON HIGHER-VALUE WORK.



# END-TO-END CUSTOMER ENGAGEMENT AND E-COMMERCE AUTOMATION - PHASE 2: AUTOMATED WOOCOMMERCE PRODUCT CATALOG CREATION AND MANAGEMENT

## THE CHALLENGE

Managing hundreds of bond products in WooCommerce was time-consuming and error-prone.

**TIME TAKEN: 2 WEEKS**



## SKILLS & TECH STACK

Python

Google Cloud Functions

Firebase /  
Firestore

WooCommerce  
REST API

Node.js

WordPress +  
WooCommerce

Dynamic Tagging  
and Categorization

Visual Badge  
Generation  
(Programmatic)

## THE IMPACT

**100% automated product entry**

**Consistent, structured listings**

**Easier navigation for customers**



# WHAT WE DID

We **connected** the client's **Firestore database** with **WooCommerce**, so **new products** were **automatically created and updated**. Attributes like name, state, and type were mapped to product fields, categories, and tags. Visual badges were added to listings to help users browse with ease.

## Seamless Automation

- Google Cloud Functions **monitor bond data** in Firestore.
- When new data appears, **products are auto-generated** in WooCommerce via REST API.

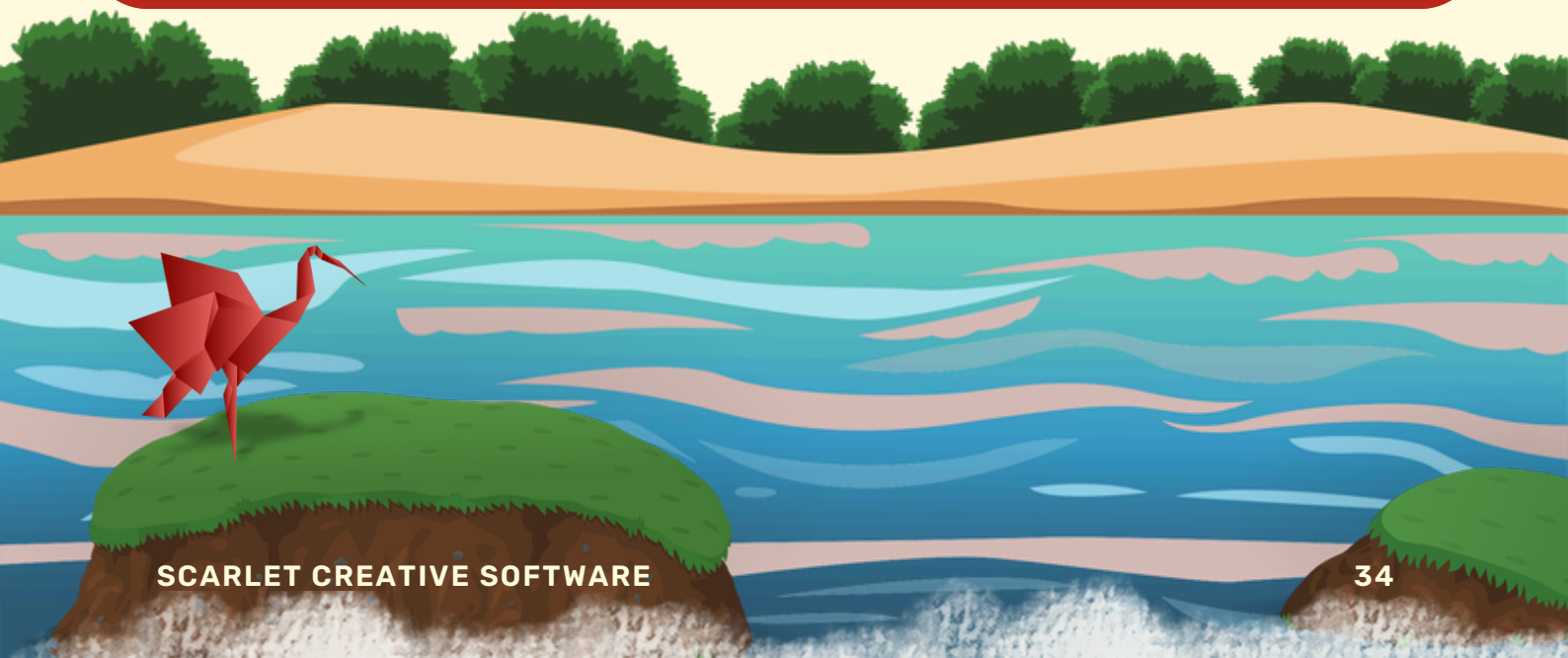
## Dynamic Data Mapping

- Bond attributes (name, type, state, category) **map directly** to product titles, descriptions, and custom fields.
- System **auto-assigns** categories/tags for better organisation and searchability.
- Pricing updates are **pushed instantly**.

## Visual Enhancements

- Each **product is programmatically tagged** with visual badges (e.g. state-specific, bond type, popularity).
- Badges give customers **immediate visual cues**, making **browsing faster** and **more intuitive**.

✨ FOR NONPROFITS MANAGING RESOURCES OR BUSINESSES SCALING PRODUCTS, AUTOMATED CATALOG MANAGEMENT SAVES TIME AND IMPROVES USER TRUST.



# AUTOMATED BLOGGING AND SEO OPTIMISATION FROM CHATBOT CONVERSATIONS

## THE CHALLENGE

The client wanted to turn chatbot interactions into blog posts but **struggled with duplicate content and manual formatting.**

**TIME TAKEN: 2 WEEKS**



## HOW IT WORKS (AT A GLANCE)

1. **Chat to Content** – Every chatbot conversation triggers automation.
2. **Smart Extraction** – AI pulls out key details (state, bond type, category).
3. **Unique Blog Creation** – Data is checked against Firebase to ensure fresh, SEO-friendly posts.

## THE IMPACT

**80% faster content creation**

Duplicate-free, **high-quality posts**

**Stronger SEO** and organic reach

## WHAT WE DID

We **transformed routine chatbot conversations into a content engine** by building an automated workflow with Zapier, OpenAI, and Firebase.

### Automated Data Extraction

- Every completed chatbot conversation triggered a Zapier workflow.
- OpenAI's GPT model **summarised the chat** and **pulled out key details** like State, Bond Name(s), Bond Type(s), and Category.
- We **fine-tuned GPT's parameters** to ensure **consistency** and **accuracy**, critical for SEO and downstream processes.

### Data Structuring & Processing

- Zapier Formatter tools **converted the extracted data** into **structured formats** for easy publishing.
- Special logic was added to **handle tricky cases like monetary values with commas**, ensuring **data integrity**.

### Ensuring Unique, High-Quality Content

- Firebase acted as the central database, **storing extracted information** alongside blog post metadata.
- Before generating a new blog, the workflow cross-checked Firebase to prevent duplicate content.
- We refined this logic to handle complex cases, such as multiple bond names/types, so **every blog was unique, accurate, and SEO-friendly**.

🌟 FOR NGOS AND BUSINESSES, THIS MEANS MORE VISIBILITY ONLINE AND STRONGER CONNECTIONS WITH YOUR AUDIENCE.

## SKILLS & TECH STACK

Zapier

Zapier Paths

Zapier  
Formatter

Code by  
Zapier

Firebase /  
Firestore

WordPress (via  
Zapier integration)

OpenAI GPT (via  
Zapier integration)

## THE CHALLENGE

With new chatbot-generated blogs, a partner needed a modern site to showcase content and integrate the chatbot experience.

**TIME TAKEN: 1 WEEK**



## SKILLS & TECH STACK

WordPress

Elementor

Chatbot  
Integration

Responsive Design  
Frameworks

SEO  
Optimisation  
Plugin

WordPress REST  
API

HTML5, CSS3,  
JavaScript

## THE IMPACT

**Improved online presence**

Central hub for chatbot + blog content

Stronger engagement and visibility



## WHAT WE DID

- We designed a website experience centered around a **full-screen, responsive chatbot** as the main entry point, supported by a **clear side navigation** for blogs and contact options. The design was **fully aligned with the client's branding**.
- We also built an **"All Blogs"** page in a clean grid layout to showcase generated posts, with future scalability in mind (filters, search). Individual blog pages were styled for **readability, SEO, and smooth navigation** with clear titles, tags, and structured content.

✨ WHETHER FOR NONPROFITS SHARING STORIES OR BUSINESSES DRIVING INBOUND TRAFFIC, STRONG DESIGN AMPLIFIES YOUR MESSAGE.



## THE CHALLENGE

For this organisation, a key objective was to **make their day-to-day operations smoother and more efficient.**

Even with ClickUp and automation tools, the client was bogged down by repetitive checks, tasks, and reporting.

**make**  
formerly Integromat

**ClickUp**

**zapier\***

## SKILLS & TECH STACK

Make.com

ClickUp

ElevenLabs

YouTube

Google Docs

Google Form

Google Sheets

## THE IMPACT

**85–95% less manual work**

**50% faster project delivery**

**Fewer mistakes and missed tasks**

# WHAT WE DID

We created **smart automations to reduce manual work**, enforce consistency, and make the client's systems easier to manage.

## Built-in Checks for Quality

- Added **"guardrails"** so tasks can't move forward unless they have all the right details (like dates, names, or working links).
- Ensured shared documents are **always accessible** and **owned by the organisation**, preventing delays and confusion.
- If something is missing, the system **automatically alerts** the right person and stops the task until it's fixed.

## Cutting Out Manual Copy-Paste

- Automated reading of linked documents and **turned sections into ready-made subtasks**.
- **Pulled data directly from Google Sheets** (like YouTube details) into the project system, removing repetitive data entry.
- Kept main tasks and subtasks perfectly **in sync**, so no one loses track of updates.
- Made duplicate tasks **automatically include context** about where they came from.

## Simplifying Everyday Work

- **Automatically created standard documents** with the right templates when new projects started.
- **Generated PDF invoices instantly** from form submissions – no more manual formatting.
- **Improved how different tools connect with each other**, making them faster, more reliable, and less resource-heavy.
- Added simple controls inside their project tool so staff could **adjust settings** (like voice-over speed for AI) **without switching platforms**.

✨ WHETHER YOU'RE RUNNING A NONPROFIT TEAM OR SCALING A BUSINESS, THESE KINDS OF SYSTEMS FREE YOUR PEOPLE TO FOCUS ON IMPACT, NOT ADMIN.

## THE CHALLENGE

Some clients needs were too complex for standard automation tools.



## SKILLS & TECH STACK

Google Cloud Functions

ClickUp

Google Sheets API

Make.com

Google Drive API

Python

Google Docs API

Google Forms

## THE IMPACT

**90% faster handling of complex tasks**

99% data integrity with advanced validations

Flexible, scalable microservices that extend standard automations



# WHAT WE DID

## Advanced Logic & Validation

- **Verified Google Drive document ownership** and **accessibility** before linking to tasks.
- **Parsed text patterns** inside documents to pull out structured data for automations.
- **Extracted technical metadata** (like video duration or resolution) directly from stored files.

## Seamless Integration

- Functions **connected smoothly into Make.com and ClickUp workflows**, running automatically when triggered by events like task updates.
- Results flowed back into existing systems, keeping everything connected.

## Automation at Scale

- Created **PDF invoices automatically** from **Google Form submissions**.
- Applied **timestamps** and **propagated field updates** across related tasks for accurate tracking.
- **Generated standardised tags** based on multiple data points (platform, type, etc.).

✦ FOR NGOS AND BUSINESSES, SERVERLESS TOOLS ARE A COST-EFFECTIVE WAY TO BUILD EXACTLY WHAT YOU NEED, WITHOUT PAYING FOR INFRASTRUCTURE YOU DON'T USE.

# EXAMPLES OF CLOUD FUNCTIONS WE DEVELOPED

## **Checked Google Docs access -**

Verified that linked documents were accessible and owned by the organisation before attaching them to tasks.

## **Kept subtasks in sync -**

Automatically pushed parent task updates (like status or fields) to all related subtasks.

## **Pulled structured data -**

Scanned documents for specific text patterns and turned them into usable data.

## **Cleaned up entries -**

Combined multiple spokesperson names into one consistent text field.

## **Created smart tags -**

Assigned standardised tags based on multiple data points (like platform or type).

## **Tracked task history -**

Applied timestamps whenever task statuses changed for accurate timelines.

## **Generated invoices -**

Automatically produced formatted PDF invoices from Google Form/Sheet data.

## **Analyzed media files -**

Extracted details like video length and resolution directly from Google Drive.

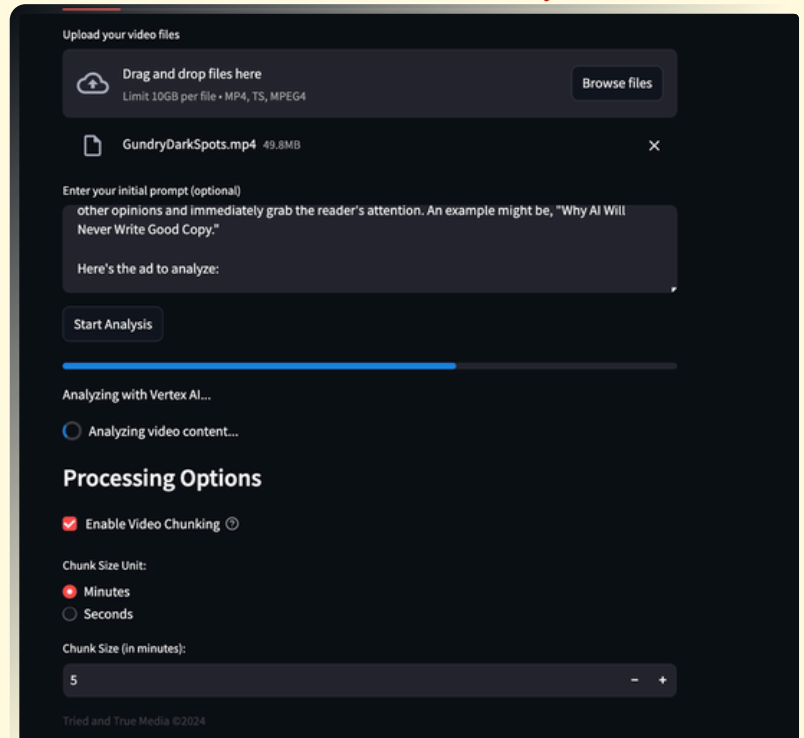
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# AI TRANSCRIPT ANALYSIS – SMARTER CONTENT REVIEW AUTOMATED WEBSITE CONTENT SAFETY

## THE CHALLENGE

Reviewing transcripts against scripts was slow, error-prone, and often missed subtle changes.

**TIME TAKEN: 1 WEEK**



## THE IMPACT

**90% less review time**

**3× faster content review cycles**

**Higher-quality, more consistent  
final content**

## WHAT WE DID

We built an **AI-powered workflow** to **automatically compare recorded transcripts** against **prepared scripts**, perfect for **training, media production, and compliance**.

- **Smart Detection** – Flagged missed, repeated, or altered lines, even when wording was paraphrased.
- **Timestamps** – Added word-level timings so reviewers could jump directly to the issue.
- **Clear Reports** – Delivered structured, easy-to-read reports highlighting every deviation.
- **Content Safety** – Extended the system to automatically screen website content for sensitive or prohibited material before publishing.

✨ FOR NONPROFITS TRAINING VOLUNTEERS OR BUSINESSES PRODUCING MEDIA, THIS MEANS FASTER REVIEWS, HIGHER QUALITY, AND PEACE OF MIND.

## SKILLS & TECH STACK

Flask

Google Docs

Google Drive

Python

Natural Language Processing

Google Text To Speech (TTS)

Google Cloud Functions



## THE CHALLENGE

Manually analysing large volumes of ad data was slow, and non-technical teams struggled to get answers.



## THE IMPACT

**70% faster access to ad data**

80% less manual query time

3× increase in data-driven  
decisions

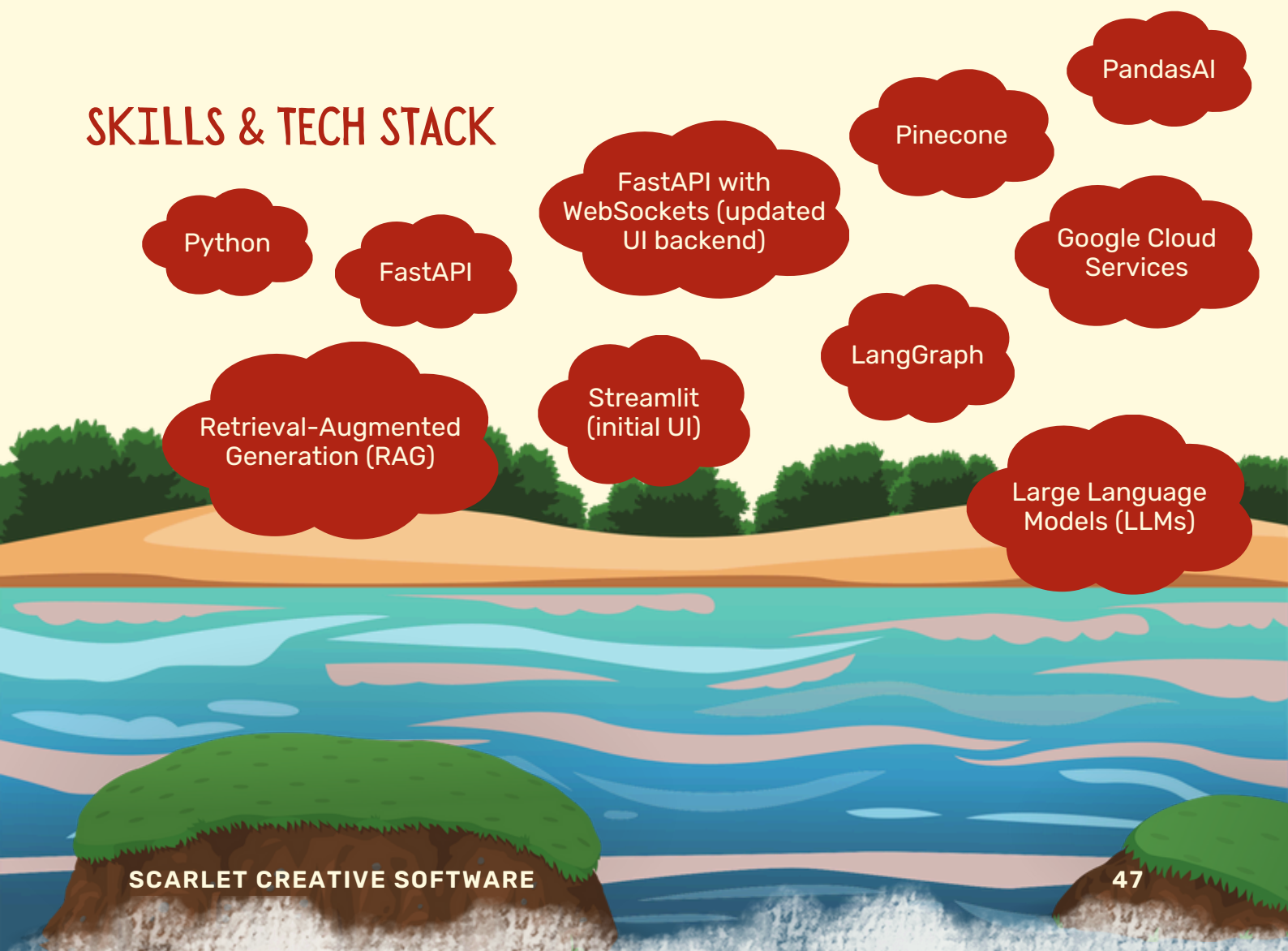
## WHAT WE DID

We built a **custom AI Data Assistant** that turns complex data into clear answers just by asking in plain English.

- **Unified Data** – Connected multiple data sources into one streamlined system.
- **Natural Language Search** – Users can ask questions conversationally and get accurate, real-time answers.
- **Smart Context** – Remembers details like date ranges or platforms for more relevant follow-ups.
- **Insights at a Glance** – Delivered dashboards and visualisations for quick, actionable takeaways.

✦ FOR NONPROFITS TRACKING IMPACT OR BUSINESSES ANALYSING PERFORMANCE, AI ASSISTANTS SIMPLIFY DATA SO YOU CAN FOCUS ON OUTCOMES, NOT SPREADSHEETS.

## SKILLS & TECH STACK



# WHO WE ARE

## The Minds Behind the Mission



FOUNDER, DIRECTOR & LEAD  
SOFTWARE ENGINEER

### Michael Ali

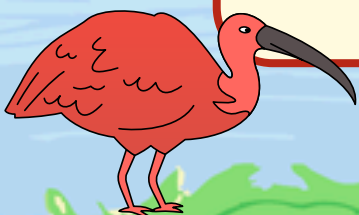
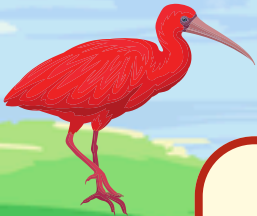
Our visionary architect, always seeing the big picture and guiding us with clarity, innovation, and support.



DIRECTOR & LEAD  
DESIGNER

### Gabriela Sewdhan

The creative heartbeat of Scarlet, bringing ideas to life with care, detail, and beautiful storytelling.





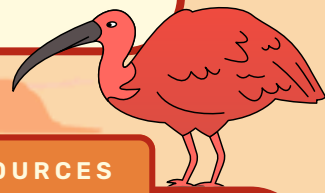
# Our Operational Backbone

## OPERATIONS SPECIALIST



### **Shekhar Maharaj**

The silent engine of our operations, always keeping things moving smoothly behind the scenes.



## HUMAN RESOURCES MANAGER



### **Dimitri Mohammed**

Our trusted advisor, calm, grounding, and always there when we need guidance or support.

## EXECUTIVE MANAGER & ACCOUNTANT

### **Kristi Bhimdass**

The backbone of our stability, ensuring finances and company operations stay perfectly in sync.





# Our Amazing Devs!



TECH LEAD

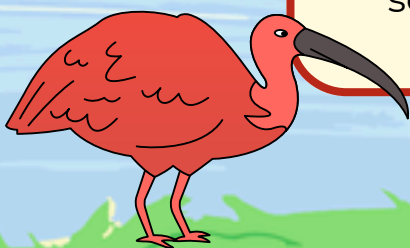
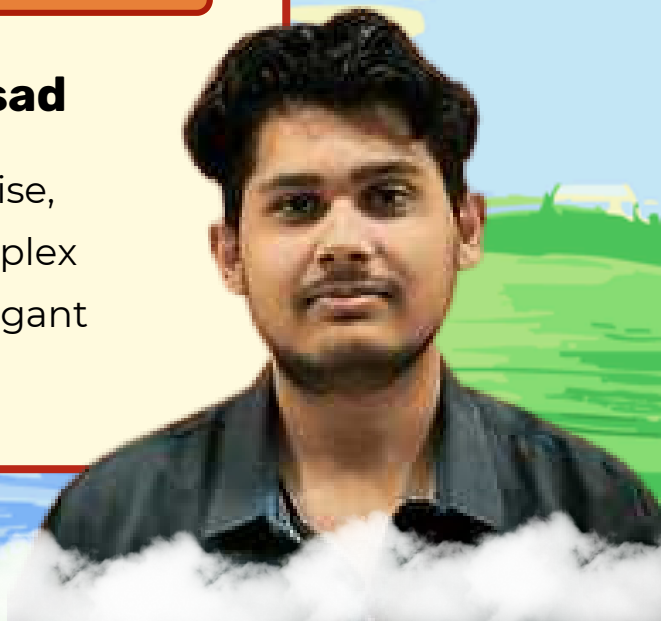
## Kyle Awah

The heart of our dev team, the big brother who unites us with creativity, humor, and constant support.

SOFTWARE DEVELOPER

## Jonathan Rampersad

Lightning-fast and precise, effortlessly turning complex problems into clean, elegant solutions.



# Our Amazing Devs!

## SOFTWARE DEVELOPER

### Sanjeev Praboocharan

A gentle powerhouse, endlessly kind and incredibly versatile, with documentation that feels like magic.



## SOFTWARE DEVELOPER

### Richard Rattansingh

The teammate everyone trusts, always available to help and quick to support anyone who needs backup.



## ARTIST & ASSOCIATE SOFTWARE DEVELOPER

### Brittney Dhanoo

Our creative soul, blending art and engineering beautifully in everything she builds.



# WHAT WE USE

## OUR TECHNOLOGIES & EXPERTISE

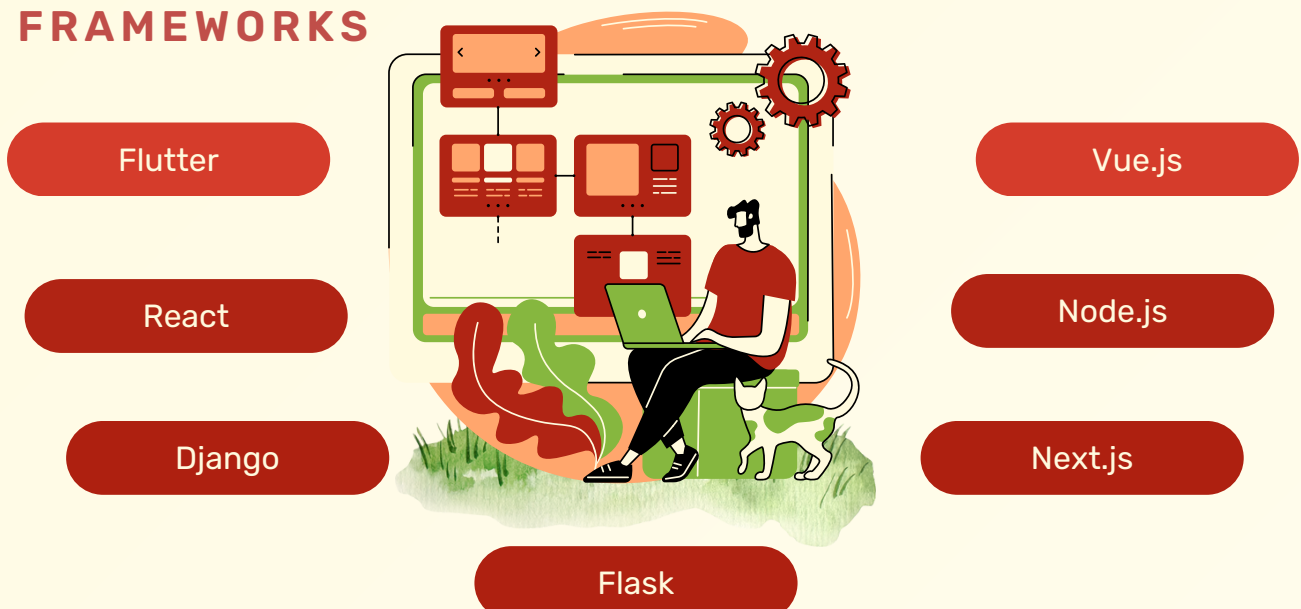
### PROGRAMMING LANGUAGES & FRAMEWORKS

#### LANGUAGES



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#### FRAMEWORKS





# WHAT WE USE

## OUR TECHNOLOGIES & EXPERTISE

### PLATFORMS & TOOLS

#### Development Platforms

WordPress

Wix

Squarespace

Odoo



#### Cloud Services

Amazon Web Services

Google Cloud Services



#### Databases

Firestore

MySQL

MongoDB

PostgreSQL

#### DevOps Tools

Docker

Jenkins

Kubernetes

GitHub Actions



#### Graphic Design Platforms

Canva

Adobe Illustrator

PhotoShop





# WHAT WE USE

## OUR INTEGRATION SERVICES

### API Integration

#### Google Maps API

Handles location-based features.

#### Stripe API

Handles payment processing.

#### Twilio API

Handles 2-way Calls and SMS texts.

#### Firebase Authentication

Handles user authentication securely.



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### Third-Party Software Integration

#### JotForm

Used to create validated forms.

#### AWS Lightsail

Used for hosting, ensuring reliable and scalable service availability

#### Google Cloud Functions

Used for backend operations facilitating efficient data processing and system operations

#### Firebase Firestore

Integrated for real-time data management ensuring efficient data processing and storage.

# WHAT WE USE

## OUR TECH EDGE

### DEVELOPMENT PROCESS

#### Agile Methodologies

At Scarlet Creative Software, we use Agile methodologies to ensure a flexible and collaborative approach to software development. Our Agile process includes:

- **Sprint Planning:** Breaking down projects into manageable sprints, with clear goals and deliverables for each sprint cycle.
- **Daily Stand-ups:** Conducting daily stand-up meetings to discuss progress, identify roadblocks, and ensure team alignment.
- **Iterative Development:** Continuously iterating on development tasks, incorporating feedback, and making improvements throughout the project lifecycle.
- **Retrospectives:** Holding regular retrospectives to evaluate completed sprints, celebrate successes, and identify areas for improvement.



# WHAT WE USE

## OUR TECH EDGE

### DEVELOPMENT PROCESS

#### DevOps Practices

Our DevOps practices are designed to streamline development and operations, ensuring rapid and reliable delivery of software solutions. These include:

- **Continuous Integration (CI):** Automating the integration of code changes from multiple contributors into a shared repository, ensuring early detection of issues.
- **Continuous Deployment (CD):** Automating the deployment process to deliver new features and updates quickly and safely to production environments.
- **Infrastructure as Code (IaC):** Managing and provisioning infrastructure through code, allowing for consistent and repeatable deployments.
- **Monitoring and Logging:** Implementing comprehensive monitoring and logging solutions to track system performance and detect anomalies in real-time.
- **Collaboration Tools:** Utilising tools like GitHub Actions and AWS to facilitate seamless collaboration and efficient workflow management.



# WHAT WE DO

## OUR TECH EDGE

### INNOVATION AND TECHNOLOGY

#### Research and Development (R&D) Efforts

Scarlet Creative Software is committed to staying at the forefront of technological innovation through continuous research and development. Our R&D efforts focus on exploring and advancing the following areas:

- **Artificial Intelligence (AI):** Exploring AI applications to enhance automation, decision-making, and user experiences.
- **Generative AI:** Researching generative AI techniques to create novel content and solutions in various domains.
- **Machine Learning (ML):** Applying machine learning algorithms to solve complex problems and provide predictive analytics.
- **Data Analytics:** Developing tools and techniques for analysing large datasets to extract valuable insights and drive informed decision-making.
- **Big Data:** Harnessing big data technologies to manage and process vast amounts of information, enabling scalable and efficient data solutions.



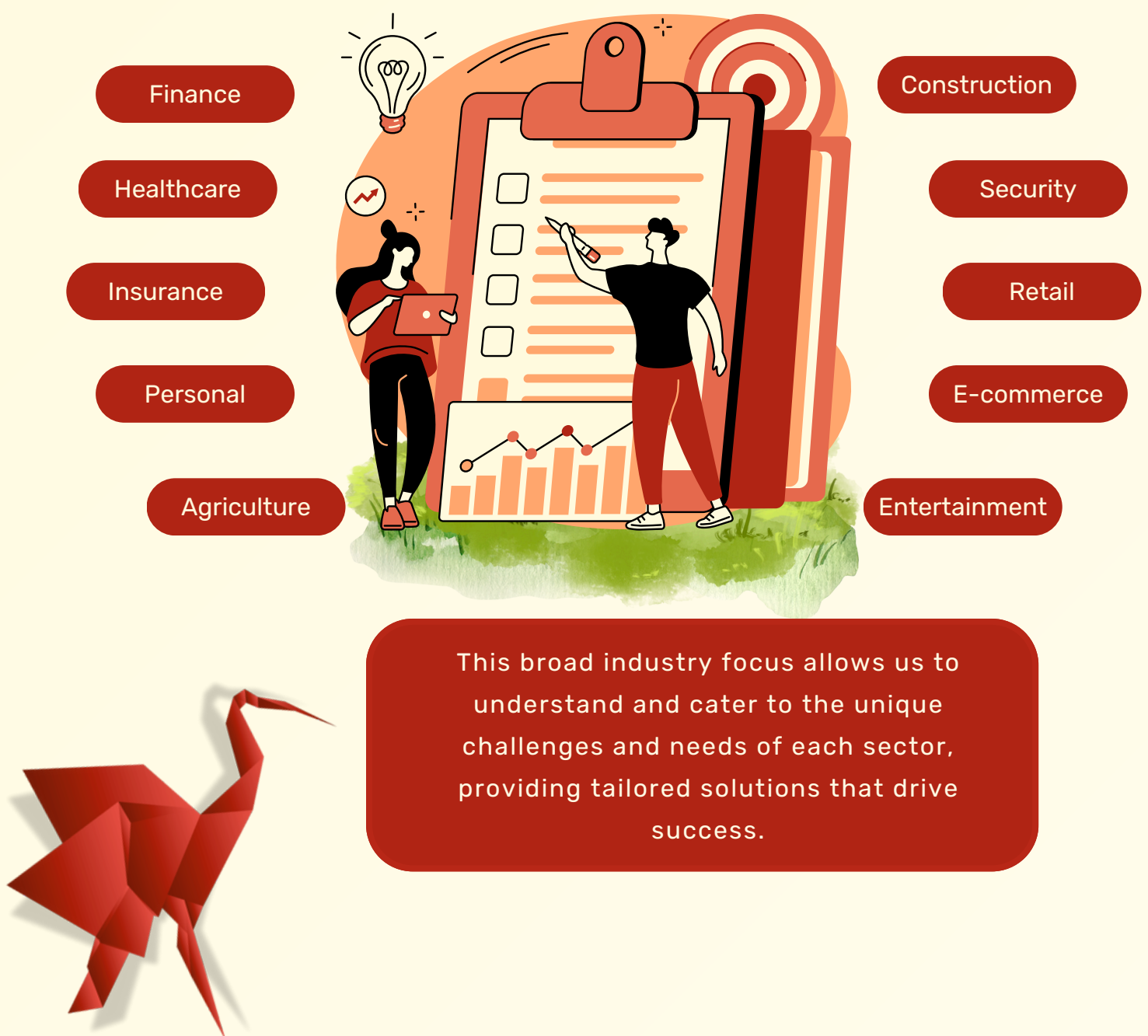


# OUR MARKET FOCUS

## INDUSTRIES AND CLIENTELE

### INDUSTRY FOCUS

Scarlet Creative Software has a diverse portfolio, serving a wide range of industries. Our expertise spans across:



This broad industry focus allows us to understand and cater to the unique challenges and needs of each sector, providing tailored solutions that drive success.

# OUR MARKET FOCUS

## INDUSTRIES AND CLIENTELE

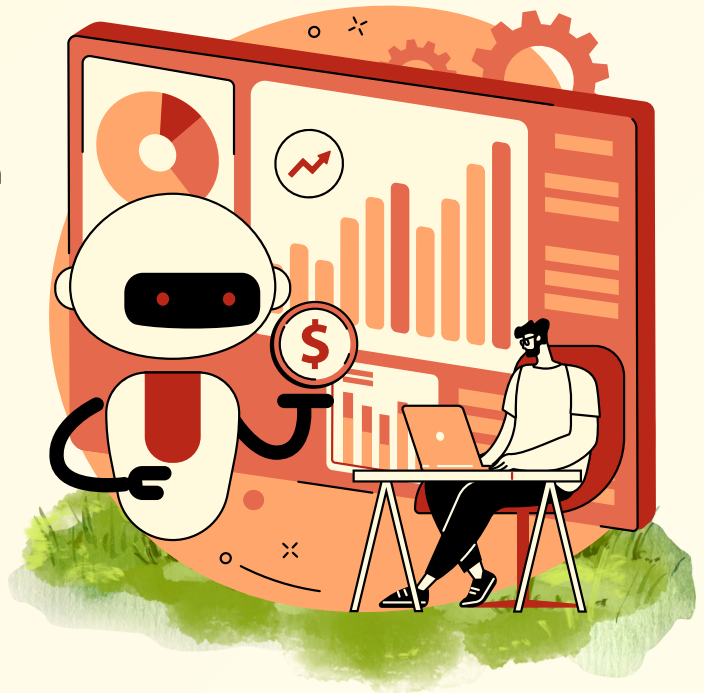
### CLIENT BASE

Scarlet Creative Software has successfully served numerous clients locally and globally, ranging from small startups to large enterprises. Our client base continues to grow as we deliver high-quality, innovative solutions.

#### Some Key Industries We Have Served

### Finance Sector

- **Blockchain-Based Transaction System:** Developed a blockchain-based transaction system for a major financial institution, enhancing security and efficiency.
- **Website Development:** Created secure, user-friendly websites for financial institutions, improving online services and customer engagement.
- **Data Analytics Platform:** Built a data analytics platform for a financial firm to monitor and analyse market trends, aiding in decision-making and investment strategies.
- **Customer Portal:** Designed an online customer portal to enhance client interactions and streamline service delivery, offering features like account management, support, and personalised financial advice.



# OUR MARKET FOCUS

## INDUSTRIES AND CLIENTELE

### CLIENT BASE

Some Key Industries We Have Served

#### Healthcare Sector

- Created a scheduling hub for a healthcare provider, improving appointment management and patient care.

#### Retail Sector

- Designed and implemented an e-commerce platform for a retail company, boosting their online presence and sales.

#### Construction Sector

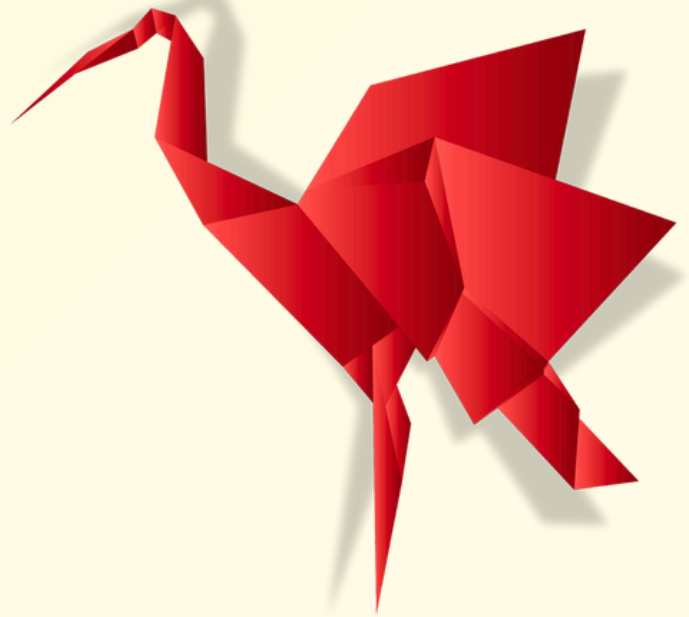
- **Odoo ERP Solutions:** Integrated Odoo ERP solutions for a construction firm, streamlining their operations and project management.
- **Scheduling Hub:** Developed a scheduling hub to enhance job scheduling and operational efficiency.
- **Website Design:** Built upon a professional website to showcase services, projects, and enhance client engagement.

#### Entertainment Sector

- **Graphic Design:** Delivered comprehensive graphic design services, including flyers and video ads, to promote events and media content effectively.



# TECHNOLOGY WITH A CONSCIENCE



## GET IN TOUCH

### Let's Create Change Together

Whether you're a mission-led organisation or a growing business, if our values resonate, we'd love to create impact together.



#### Call

+1 (868) 217-6027



#### Address

Regus, Level 8, Gulf City  
Complex, La Romain, San  
Fernando



#### Mail

[contact@scarletcreative.org](mailto:contact@scarletcreative.org)



#### Web Address

[www.scarletcreative.org](http://www.scarletcreative.org)

