



GREEN  
REEF

# Digital Transformation for Akhand Jyoti

A Case Study



AKHANDJYOTI

Sight. Life. Hope.



CONTACT US



# Client Overview

**Akhand Jyoti Eye Hospital:** A leading non-profit eliminating curable blindness in India.

- **Mission:** Providing affordable eye care services, especially in underserved regions.
- **Websites:**
  1. [AkhandJyoti.com](http://AkhandJyoti.com): For managing patient bookings.
  2. [AkhandJyoti.org](http://AkhandJyoti.org): For fundraising and awareness.





# Project Goals & Objectives

## > Goals for AkhandJyoti.com

- Seamless medical slot booking
- Automated payment and refund management

## > Goals for AkhandJyoti.org

- Improved donor journey and increased contributions
- Engaging content strategy to boost SEO

> Overall Goal: Scalable, secure platform with high performance.





# Challenges Faced

- **Outdated Platform & Performance Issues**
- **Manual Booking Errors & Refund Delays**
- **Limited Donor Engagement & Conversion**
- **Absence of Content Strategy**





# Green Reef's Approach

## 1. Website Revamp with Laravel

- Implementing a modern, responsive design to enhance user experience.
- Optimizing for speed, security, and SEO best practices.
- Seamless API key integration for third-party services.

## 2. Medical Slot Booking System with Automation

- Automated appointment scheduling for improved efficiency.
- Real-time updates and notifications via WhatsApp chatbot integration.
- Payment & Refund Management for hassle-free transactions.

## 3. Payment & Refund Management

- Secure payment gateway integration.
- Automated refund processing for seamless transactions.
- Ensuring compliance with financial security standards.

## 4. Offers & Coupon Management

- Coupon campaign integration for enhanced customer engagement.
- Personalized discounts and promotions.
- Automated tracking and redemption system.

93,000+  
Annual Sight  
Restoring Surgeries

KNOW OUR CAUSE

15,000,000  
people are Blind in India

75% of them can be Cured

95% of them can be Cured

Medical Treatment



# Green Reef's Approach

## 5. Donor Platform for AkhandJyoti.org

- Streamlined donation process with multiple payment options.
- Real-time donor updates and engagement.
- API and third-party software integration for enhanced platform capabilities.

## 6. API Key & Third-Party Software Integration

- Integrating external APIs for extended functionalities.
- Custom-built solutions for compatibility across platforms.
- Secure and scalable integrations for long-term performance.

## 7. WhatsApp Chatbot Integration

- Automated customer support for instant responses.
- Appointment booking and reminders via WhatsApp.
- Personalized user interactions for improved engagement.

## 8. VAPT Testing

- Conducting Vulnerability Assessment & Penetration Testing to ensure website security.
- Identifying and mitigating cyber threats.
- Regular security audits for compliance and data protection.

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Annual Sight  
Restoring Surgeries

KNOW OUR CAUSE

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people are Blind in India

75% of them can be Cured

35% of them can't afford

Medicine Treatment



I am a  
Patient



I am a  
Donor

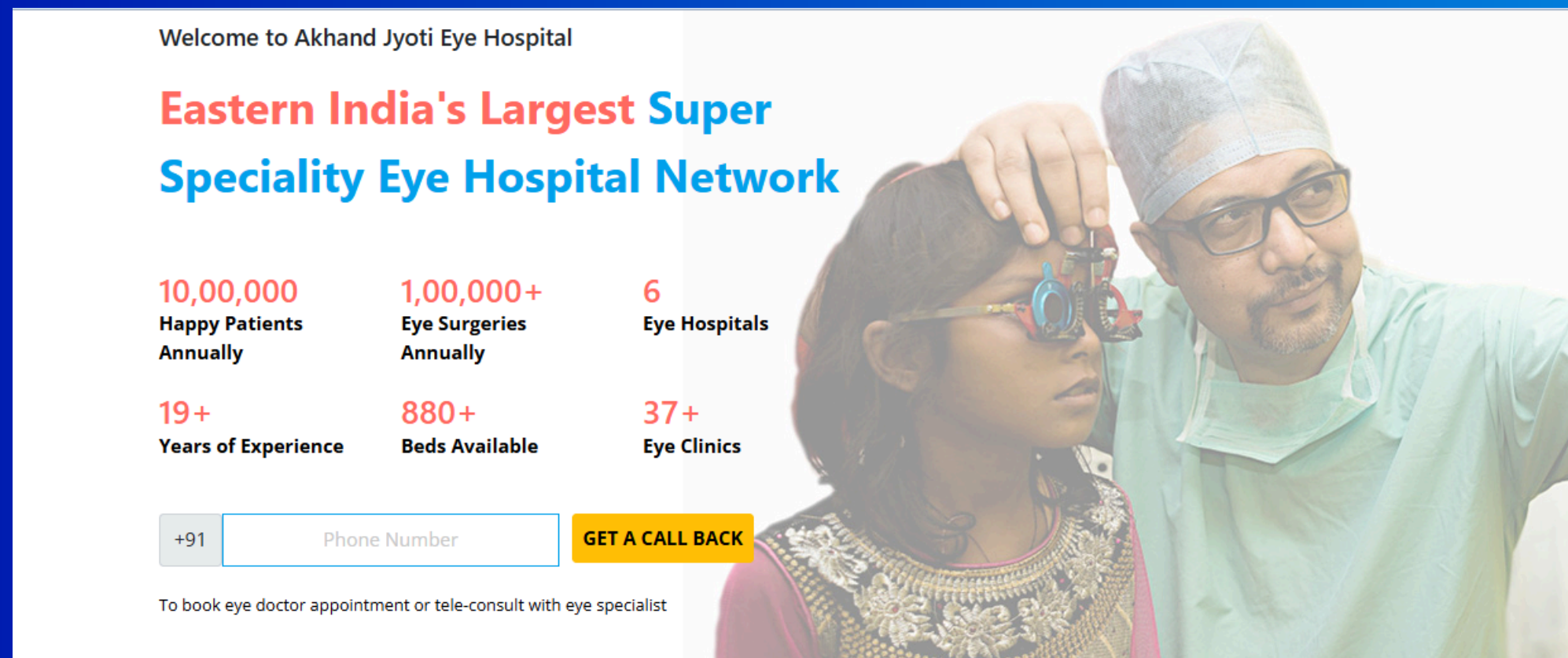


Book A Doctor  
Appointment

# Key Solutions & Features

- Real-Time Medical Slot Booking (AkhandJyoti.com)
- Secure Payment Gateway with Auto Refunds
- Automated Donor Engagement System
- Coupon Management with Offers





# Ongoing Maintenance & Security

- 3+ Years of Website Maintenance
- Regular Security Updates
- High Page Speed & 99.9% Uptime
- Bug Fixes and New Feature

## Implementations

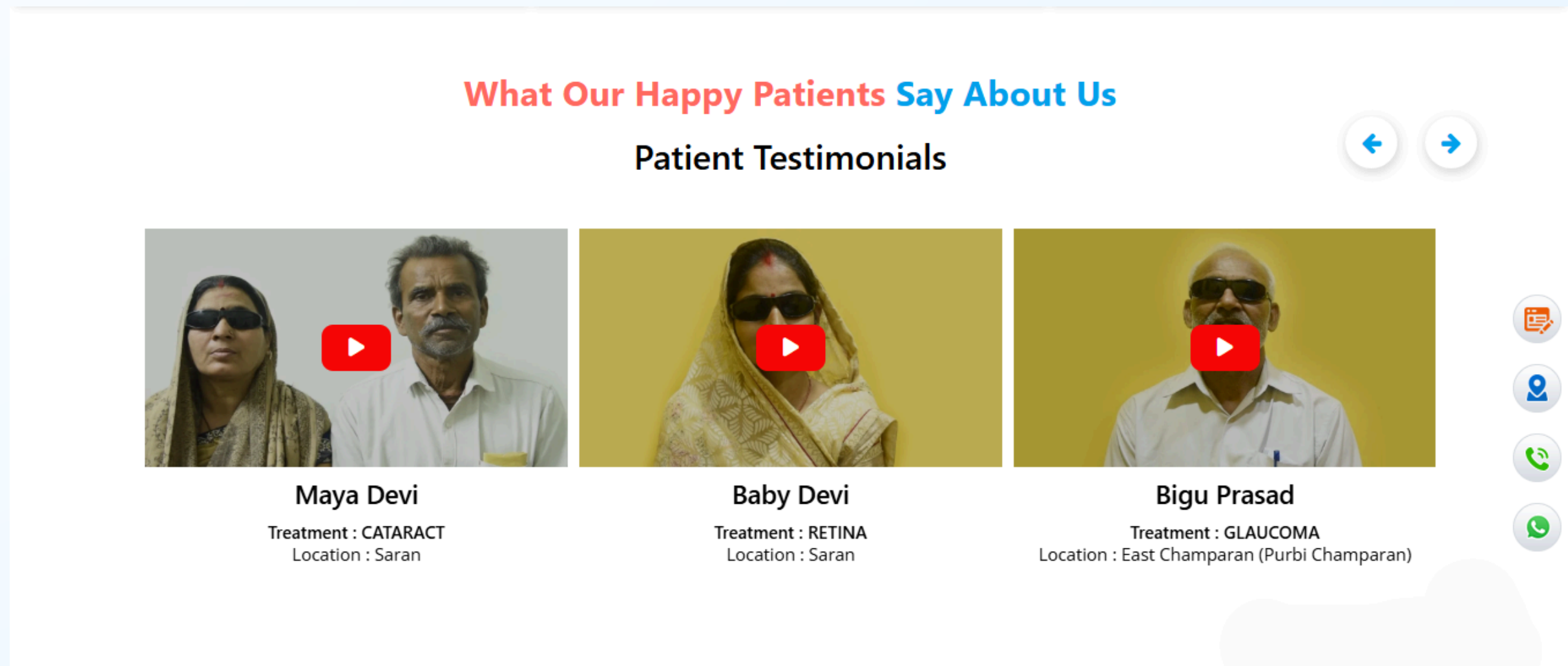
# Content Strategy

- Published 3-4 High-Quality Blogs Per Month
- Focused on Eye Care Awareness and Impact Stories
- Improved SEO and Increased Organic Traffic



# Achievements & Results

- 15+ Daily Bookings on AkhandJyoti.com
- 30% Increase in Donor Conversions on AkhandJyoti.org
- Faster Page Load Time and Enhanced User Experience





# Client Testimonial

“Green Reef Web has revolutionized the way we manage both patient bookings and donor engagement. AkhandJyoti.com now handles high booking volumes seamlessly, and AkhandJyoti.org has seen a remarkable boost in donor contributions. Their technical expertise and ongoing support have been invaluable for sustaining our mission!”



# Thank You



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