



Intense
DIGITAL

TECHNOLOGY SOLUTIONS PORTFOLIO

Transforming businesses through innovative solutions that drive growth and efficiency

About Us

We design and deliver tailored digital solutions that drive growth, improve efficiency, and enhance customer engagement across multiple industries.

Our Expertise

- FMCG & Consumer Goods
- Education & Learning
- SaaS, Technology & AI

Our Approach

- Data-driven strategy
- User-centric design
- Measurable outcomes
- Continuous optimization

Our Impact

- Streamlined operations
- Enhanced user experiences
- Improved decision-making
- Accelerated growth
- Productivity enhancement
- Increased ROI

Portfolio Overview

Categories of the work we have done so far:

- 1. Operation Portals:** Custom-built platforms that streamline operations, automate workflows, and centralize data for improved efficiency and decision-making.
- 2. Websites:** Brand touchpoints and customer acquisition channels designed to engage, convert, and retain your target audience.
- 3. Interactive Tools:** Engaging digital experiences that deliver personalized insights, capture qualified leads, and drive meaningful conversions.
- 4. Artificial Intelligence & Automation Services:**

Operation Portals

Streamlining Business Operations

Custom-built portals that automate workflows, centralize data, and enable smarter decision-making



Process Automation

Eliminate manual tasks and reduce human error through intelligent workflow automation and business rule integration



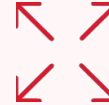
Real-time KPIs

Monitor critical business metrics at a glance with customizable dashboards and visual reporting tools



Role-based Access

Ensure data security and appropriate permissions with granular user management controls

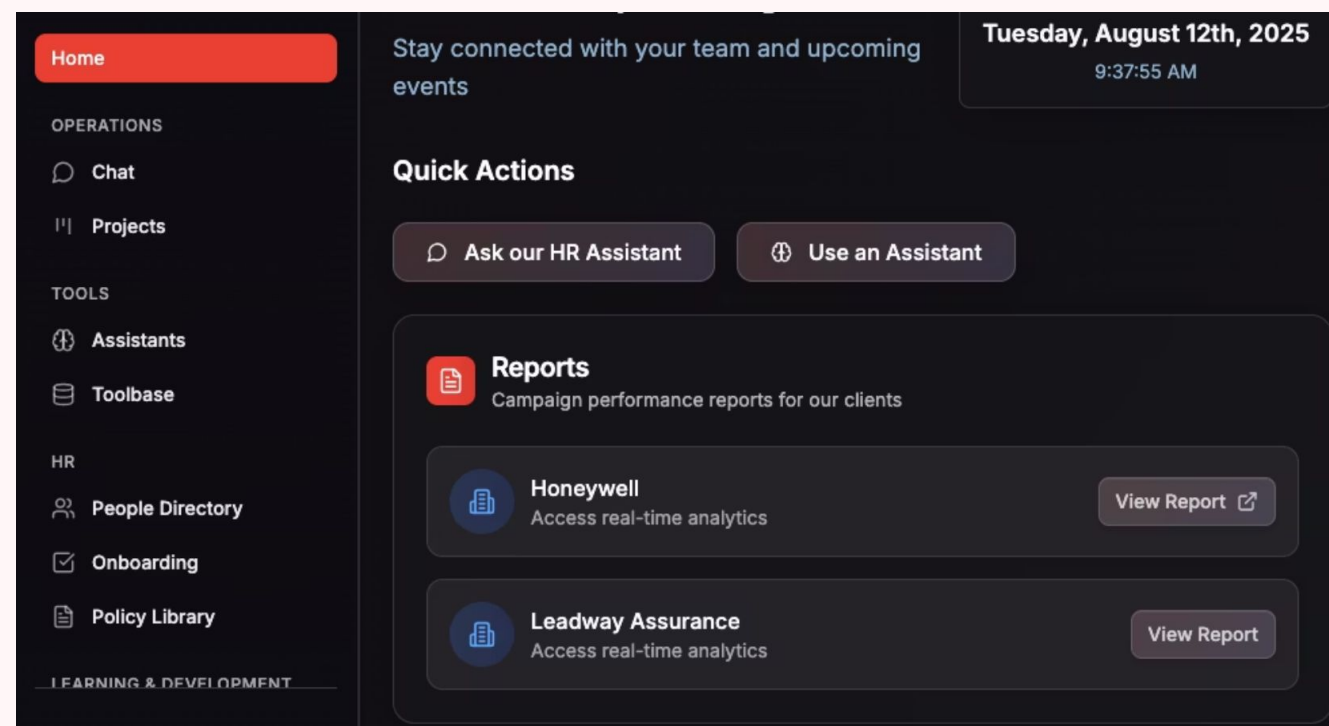


Scalable Architecture

Future-proof solutions that grow with your business needs and integrate with existing systems

1. Team Collaboration & Development Portal

An internal team operations portal designed for businesses to enhance team collaboration, streamline communication, and manage upcoming projects and events efficiently.



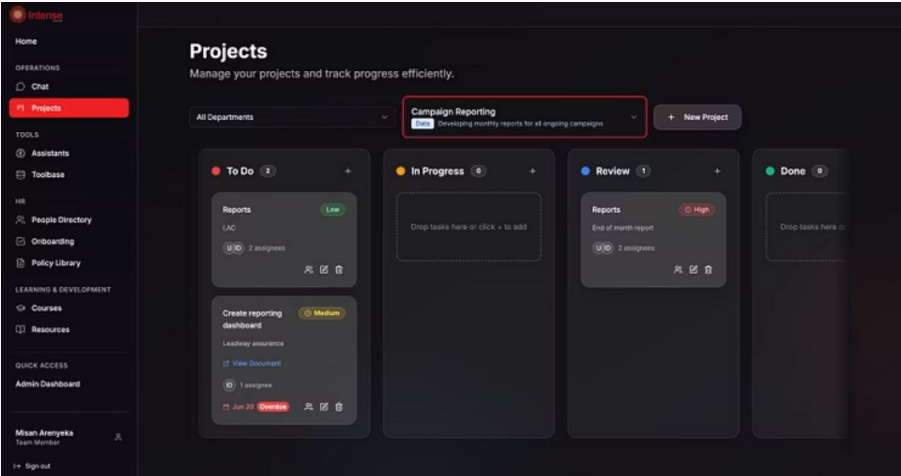
Key Impact:

- Fosters seamless project updates, announcements, and messages within one accessible hub.
- Efficiently track projects, deadlines, and agency events with an integrated calendar.
- Provides shared workspaces for brainstorming, file sharing, and informed decision-making.
- Ensures secure and appropriate access to information based on user roles.
- Reduces missed deadlines and keeps every team member on the same page.

Purpose:

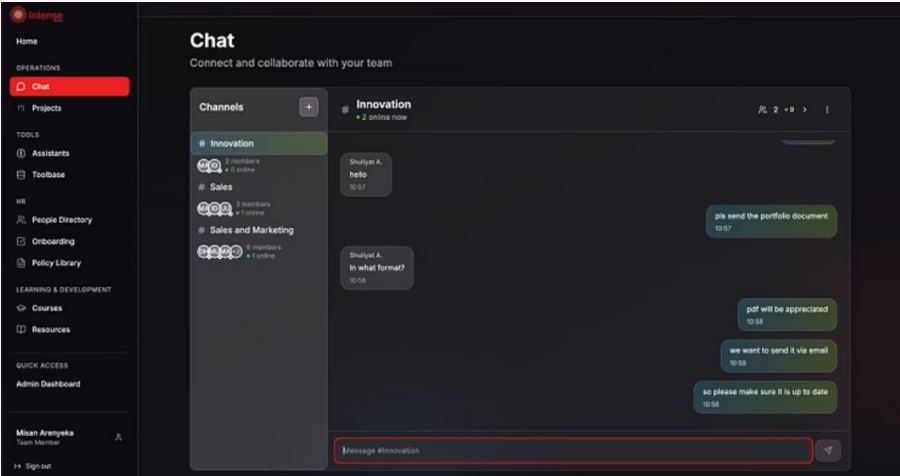
Track projects, manage deliverables,,and the sharing of reports and announcements, ensuring full transparency and accountability

Key Features



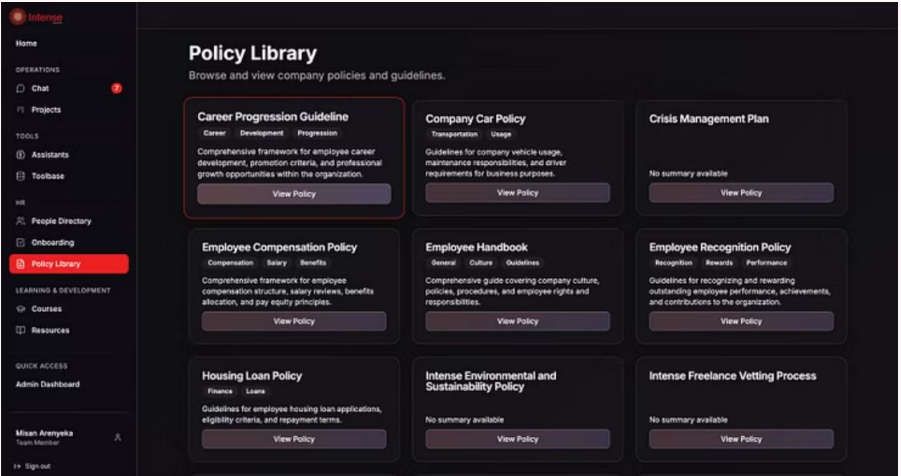
Projects

Organize and track client projects with real time updates.



Chat

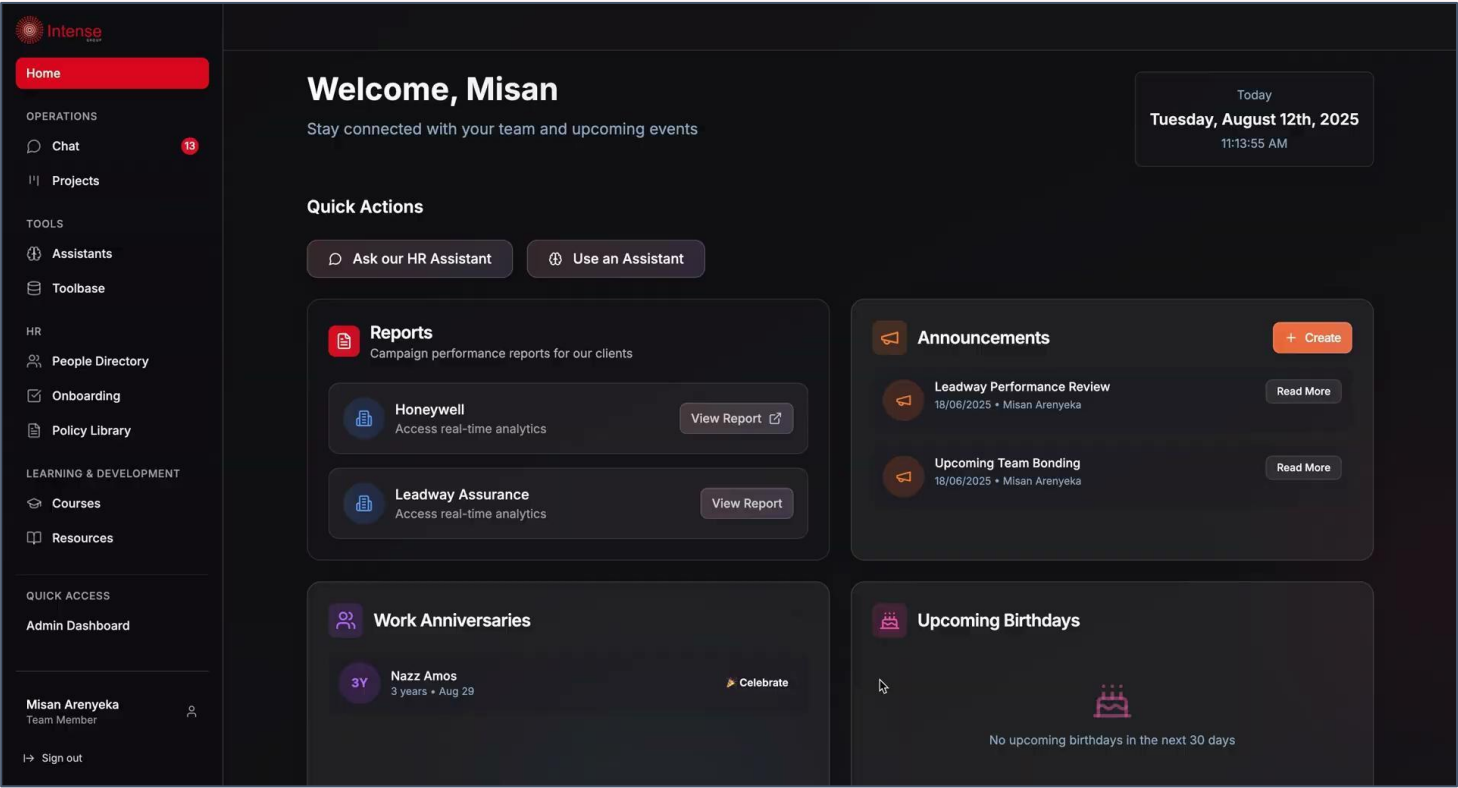
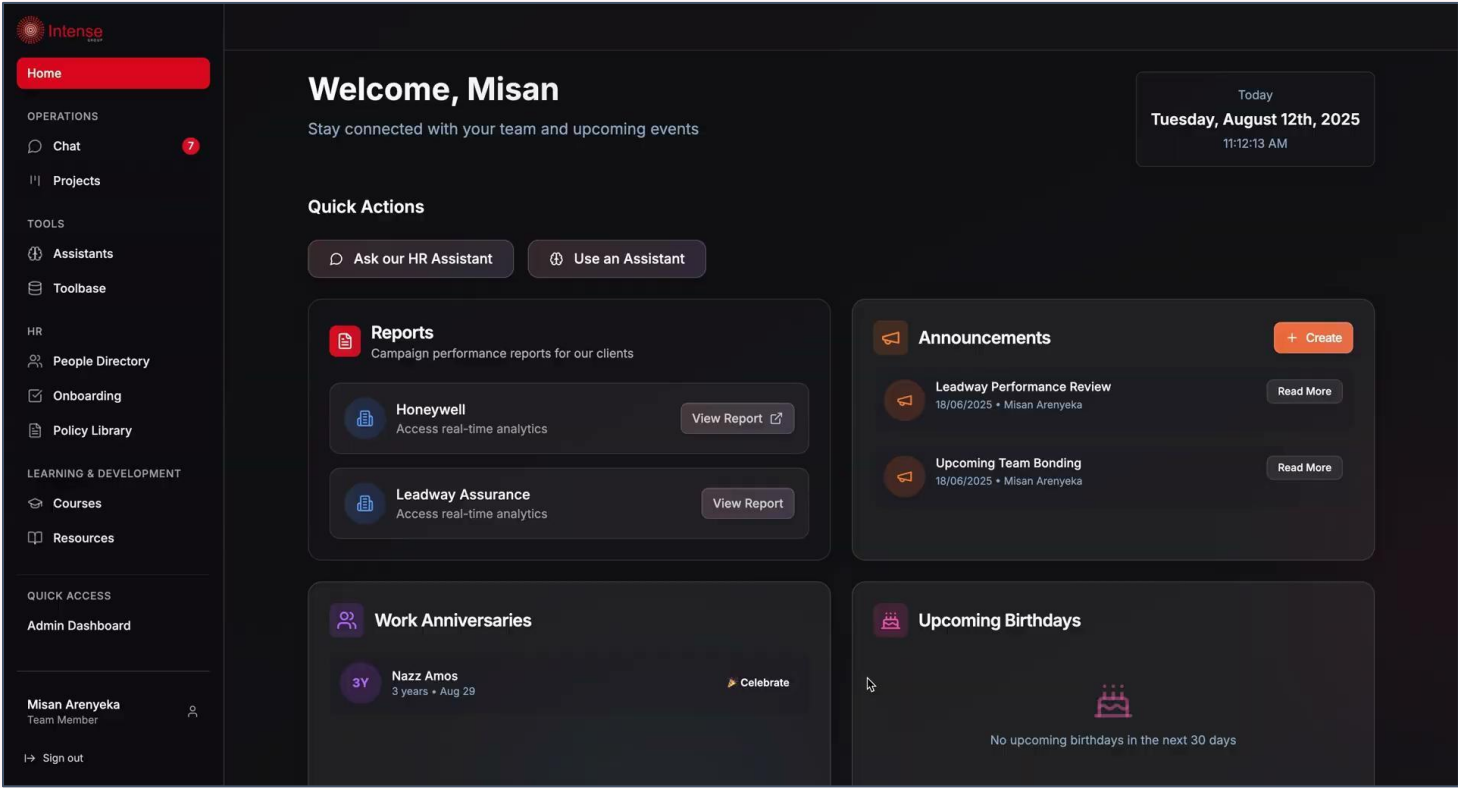
Enable instant team communication.



Policy Library

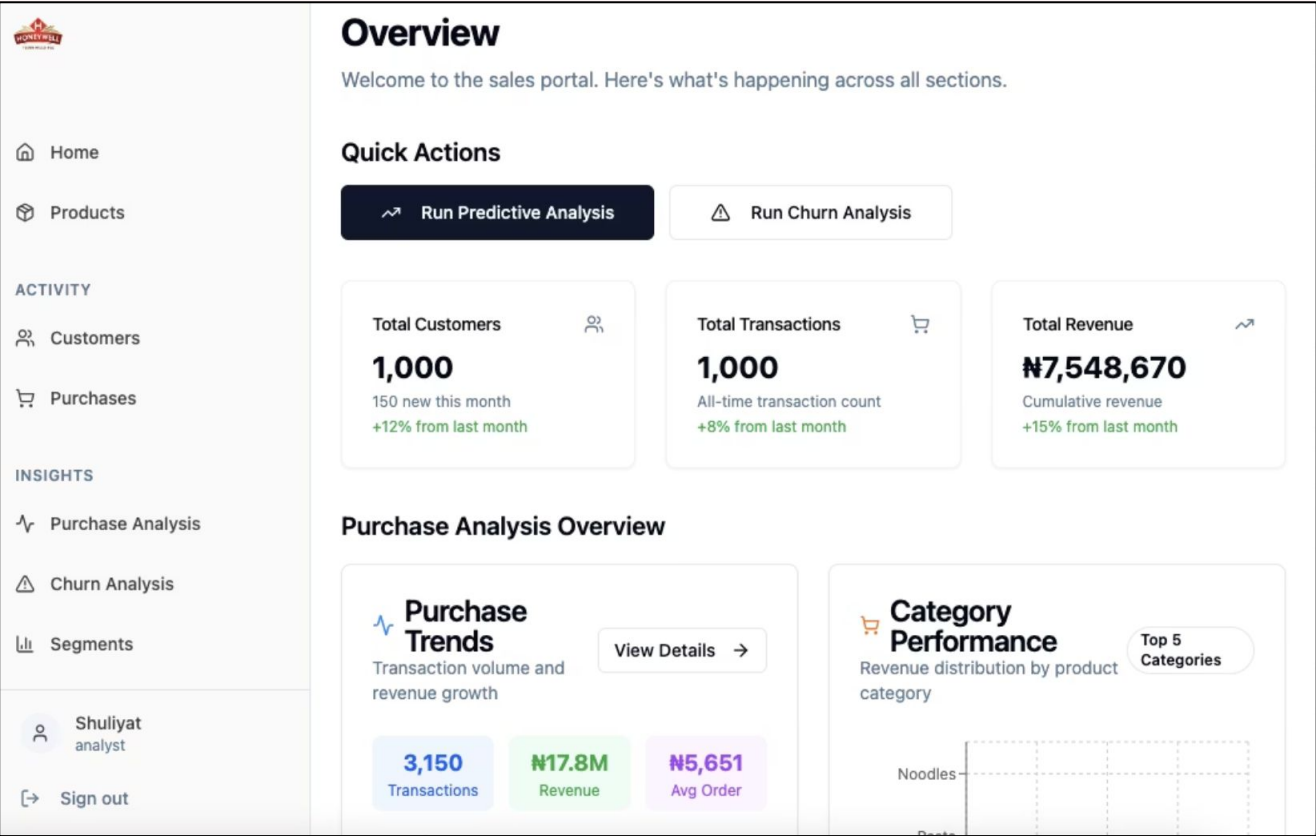
Central repository for company policies and SOPs, ensuring quick access and consistent compliance.

Take a walk with us through the Portal's Chat and Performance reporting features



2. FMCG Sales Portal

A powerful platform that revolutionizes distributor management and sales tracking for consumer goods companies.



Purpose:

Manage distributor/wholesaler performance and track sales across multiple channels and territories.

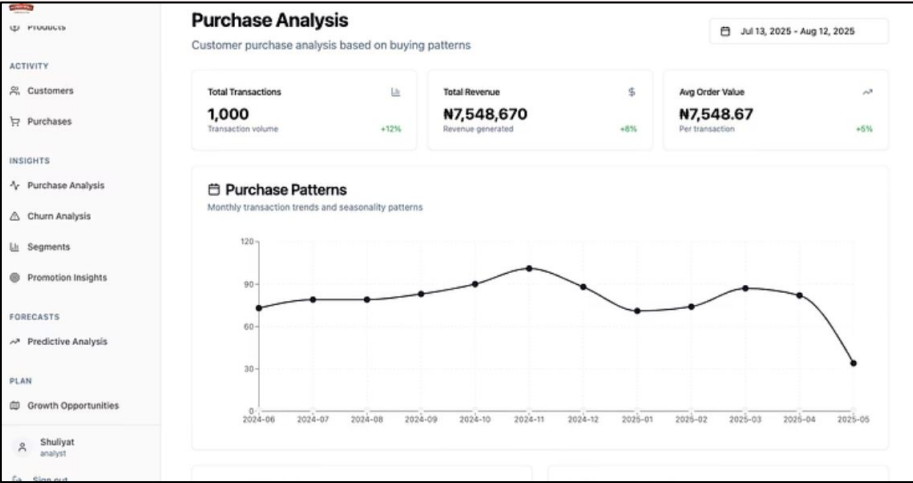
Source: [Shutterstock](#)

Key Impact:

- Comprehensive stock and order management system
- First-party sales data capture for improved market intelligence
- Detailed distributor performance tracking with KPI dashboards
- 65% reduction in manual reporting time
- 28% increase in sales team efficiency

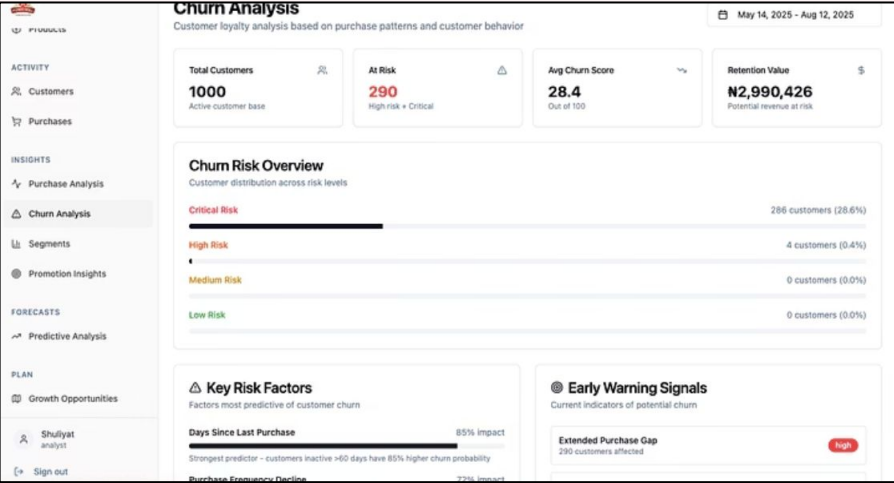
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Key Features



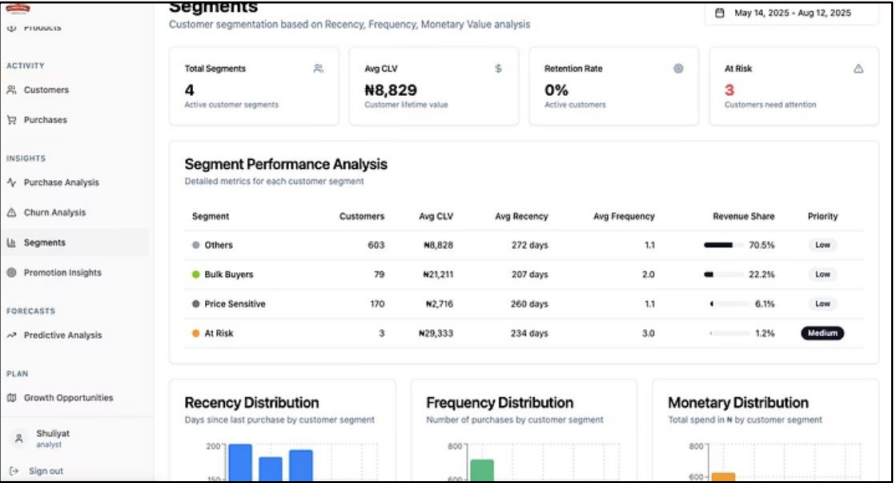
Purchase Analysis

Analyze and track purchase/sales performance in real-time



Churn Analysis

Identify at-risk customers to drive targeted retention efforts.



Segment Analysis

Categorize customers for personalized marketing.

Dive into a quick demo of how our customized portal transforms sales management.

3. Learning Management System (LMS)

A flexible and powerful educational platform that transforms how organizations deliver, track, and certify learning experiences.



Course Delivery

Intuitive content management with support for videos, documents, quizzes, and interactive elements



Progress Tracking

Comprehensive dashboards for both learners and administrators to monitor completion and achievement



Automated Grading

Intelligent assessment system with customizable grading rules and instant feedback



Certification

Automated certificate generation and distribution upon successful course completion

Websites

Digital Brand Experiences

Websites that serve as powerful brand touchpoints, customer acquisition channels, and content hubs



Mobile-First Design

Responsive layouts that deliver optimal experiences across all devices and screen sizes



SEO Architecture

Built-in optimization for maximum search visibility and organic traffic growth



Conversion Focus

Strategic layouts and elements designed to guide visitors toward key actions

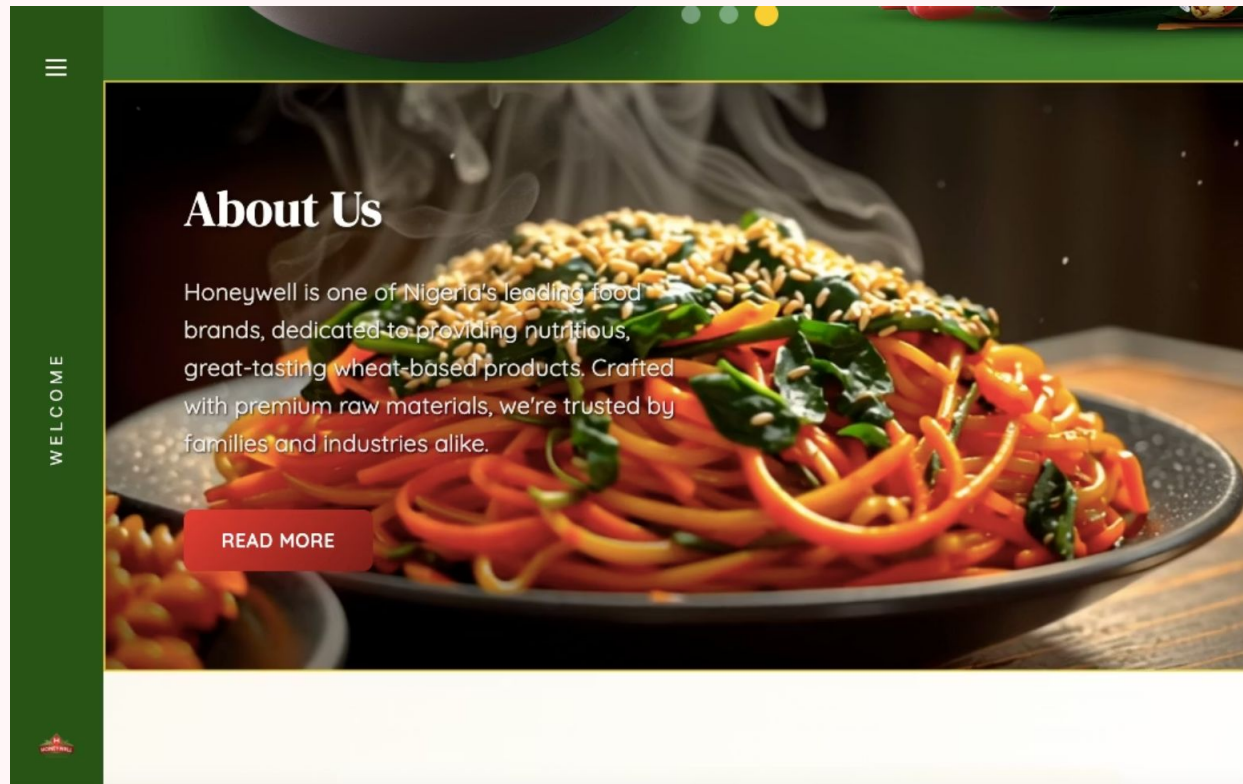


Analytics Integration

Comprehensive tracking for visitor behavior, conversion paths, and ROI measurement

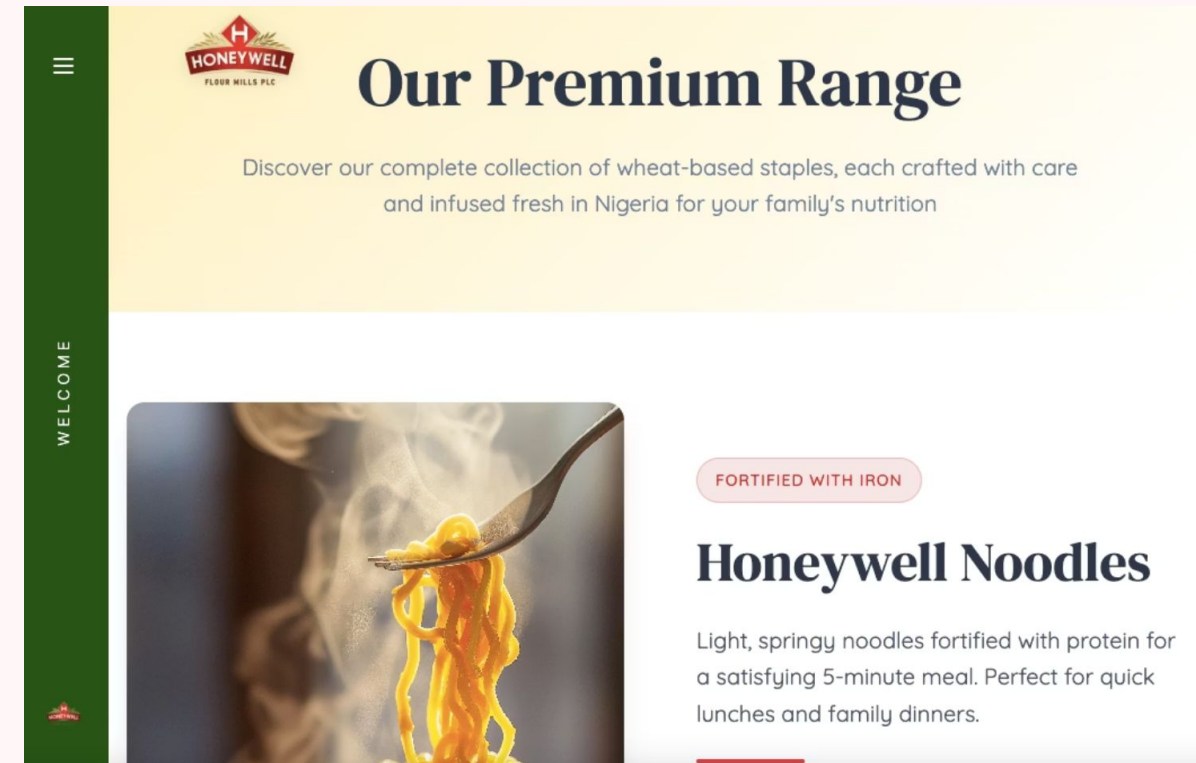
1. FMCG Brand Website (Honeywell)

A vibrant digital destination that brings Honeywell's product portfolio to life through engaging storytelling and interactive features.



Purpose:

Boost brand credibility, showcase products, and engage consumers through inspirational content.

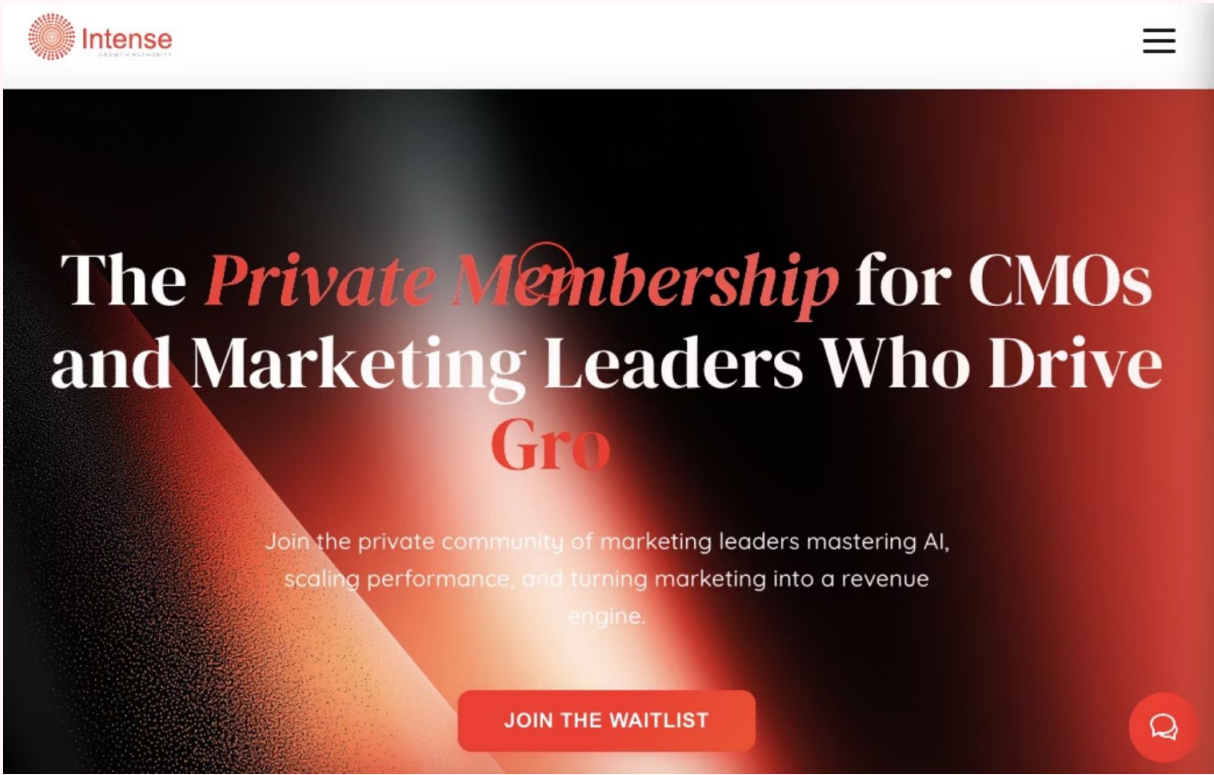


Key Impact:

- Immersive product storytelling with rich media integration
- Interactive recipe section with seasonal campaigns
- Mobile-friendly design reaching 68% more mobile users
- Lead generation through strategically placed forms
- 42% increase in average session duration

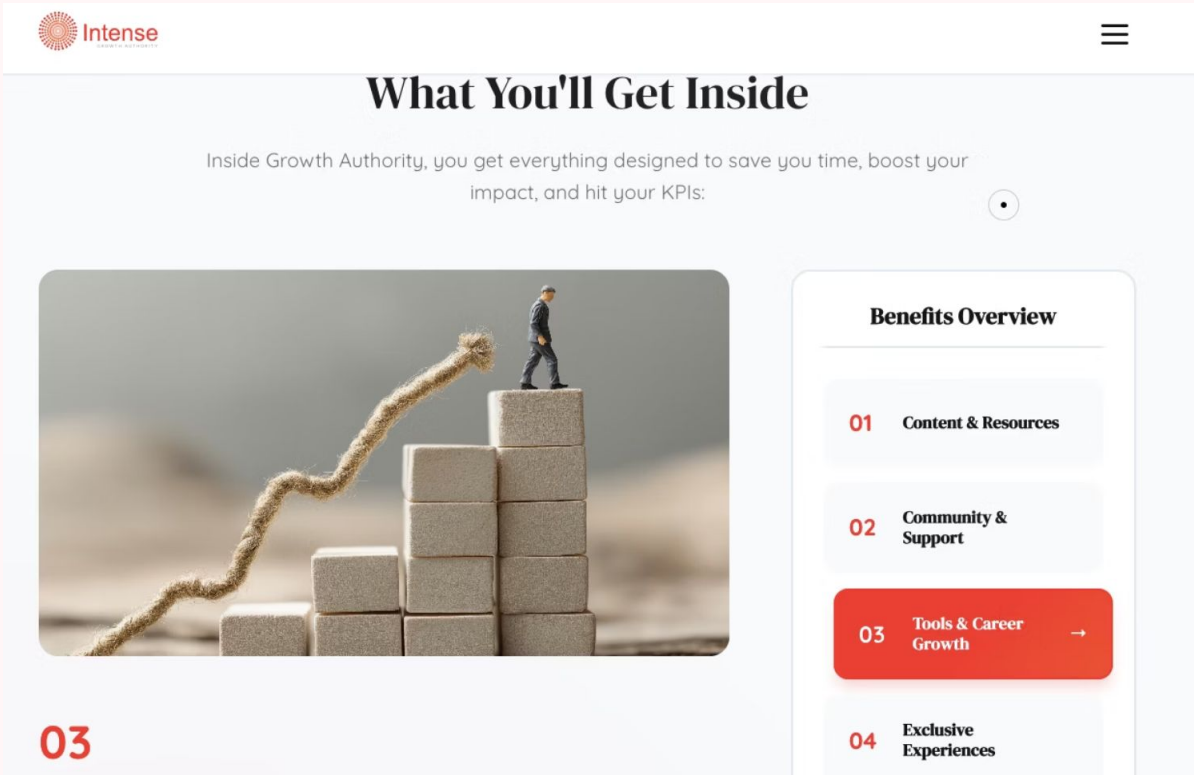
2. Marketing Community Website (Growth Authority)

A dynamic digital hub that connects growth professionals, facilitates knowledge sharing, and fosters meaningful industry relationships.



Purpose:

Foster networking, share resources, and drive consistent engagement among community members.



Key Impact:

- Interactive member directories with expertise filtering
- Moderated forums for knowledge exchange and discussions
- Comprehensive event listings with one-click registration
- Resource library with member contribution capabilities
- 85% monthly active member rate vs. industry average of 40%

Interactive Tools

Engagement Through Interactivity

Digital tools that engage prospects, deliver personalized insights, and generate qualified leads

73%

Higher Engagement

Average increase in time on site
compared to static content

3.2x

Lead Generation

More email opt-ins compared to
standard forms

58%

Conversion Rate

Average tool-to-consultation
booking conversion

47%

Social Sharing

Users who share their results on
social media

Marketing Audit Tool

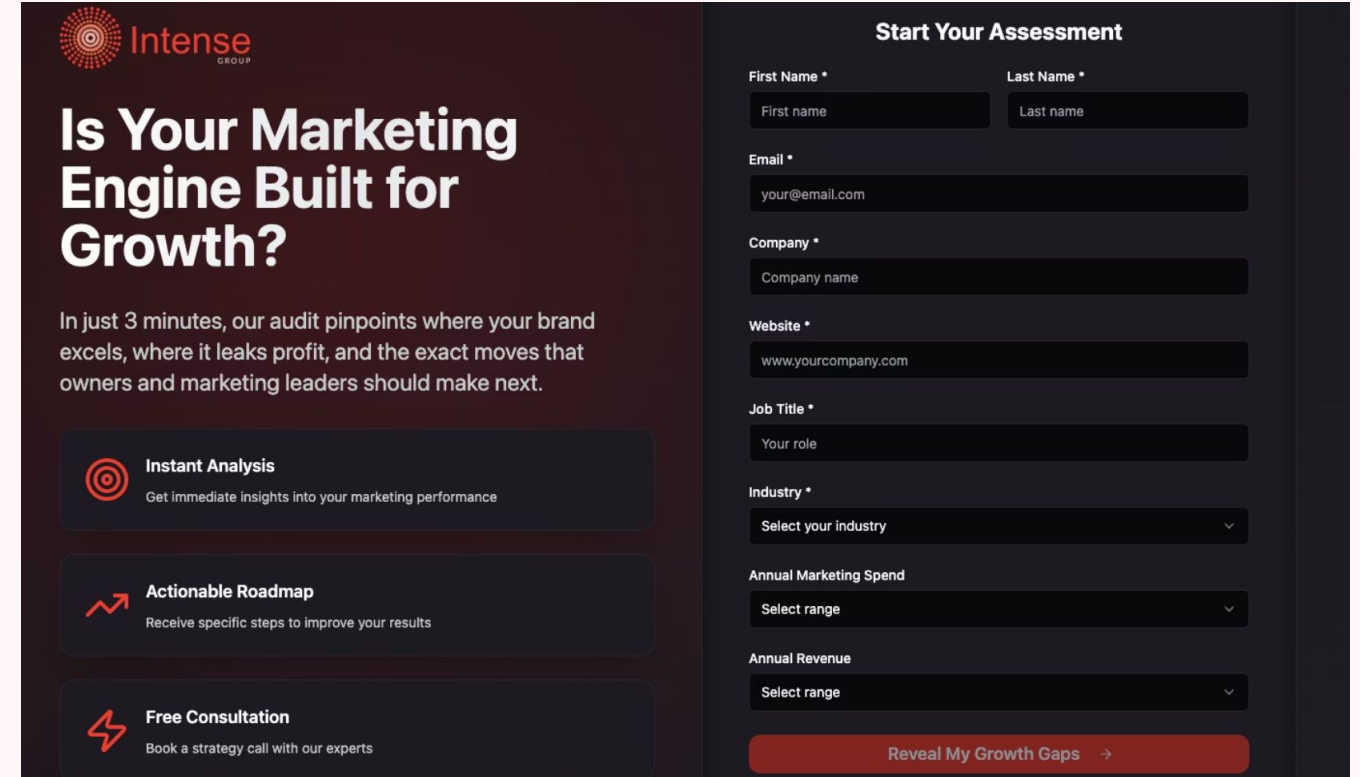
An intelligent assessment platform that analyzes marketing performance, identifies improvement opportunities, and delivers actionable recommendations.

Purpose:

Diagnose marketing performance gaps and generate qualified leads through valuable insights.

Key Impact:

- High-value lead capture through strategic opt-in points
- Personalized, data-driven recommendations engine
- 38% shorter sales cycle through pre-qualification
- Shareable PDF reports increasing reach by 42%



The image shows a landing page for the Intense Group Marketing Audit Tool. The page has a dark background with orange and white text. The Intense Group logo is in the top left. The main heading is "Is Your Marketing Engine Built for Growth?". Below this is a subheading: "In just 3 minutes, our audit pinpoints where your brand excels, where it leaks profit, and the exact moves that owners and marketing leaders should make next." There are three main features listed in boxes: "Instant Analysis" (Get immediate insights into your marketing performance), "Actionable Roadmap" (Receive specific steps to improve your results), and "Free Consultation" (Book a strategy call with our experts). On the right side, there is a "Start Your Assessment" form with fields for First Name, Last Name, Email, Company, Website, Job Title, Industry, Annual Marketing Spend, and Annual Revenue. A "Reveal My Growth Gaps" button is at the bottom right.

Intense GROUP

Is Your Marketing Engine Built for Growth?

In just 3 minutes, our audit pinpoints where your brand excels, where it leaks profit, and the exact moves that owners and marketing leaders should make next.

- Instant Analysis**
Get immediate insights into your marketing performance
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Start Your Assessment

First Name * **Last Name ***

Email *

Company *

Website *

Job Title *

Industry *

Annual Marketing Spend

Annual Revenue

[Reveal My Growth Gaps →](#)

Artificial Intelligence & Automation

Productivity Through Generative AI & Smart Automation

Leveraging intelligent, task-specific AI assistants to automate and enhance operations across sales, marketing, HR, and communications.



24/7 Availability

Continuous operation and instant assistance, providing support around the clock.



Data-Driven Responses

Accurate, personalized, and insightful interactions powered by vast datasets.



Workflow Automation

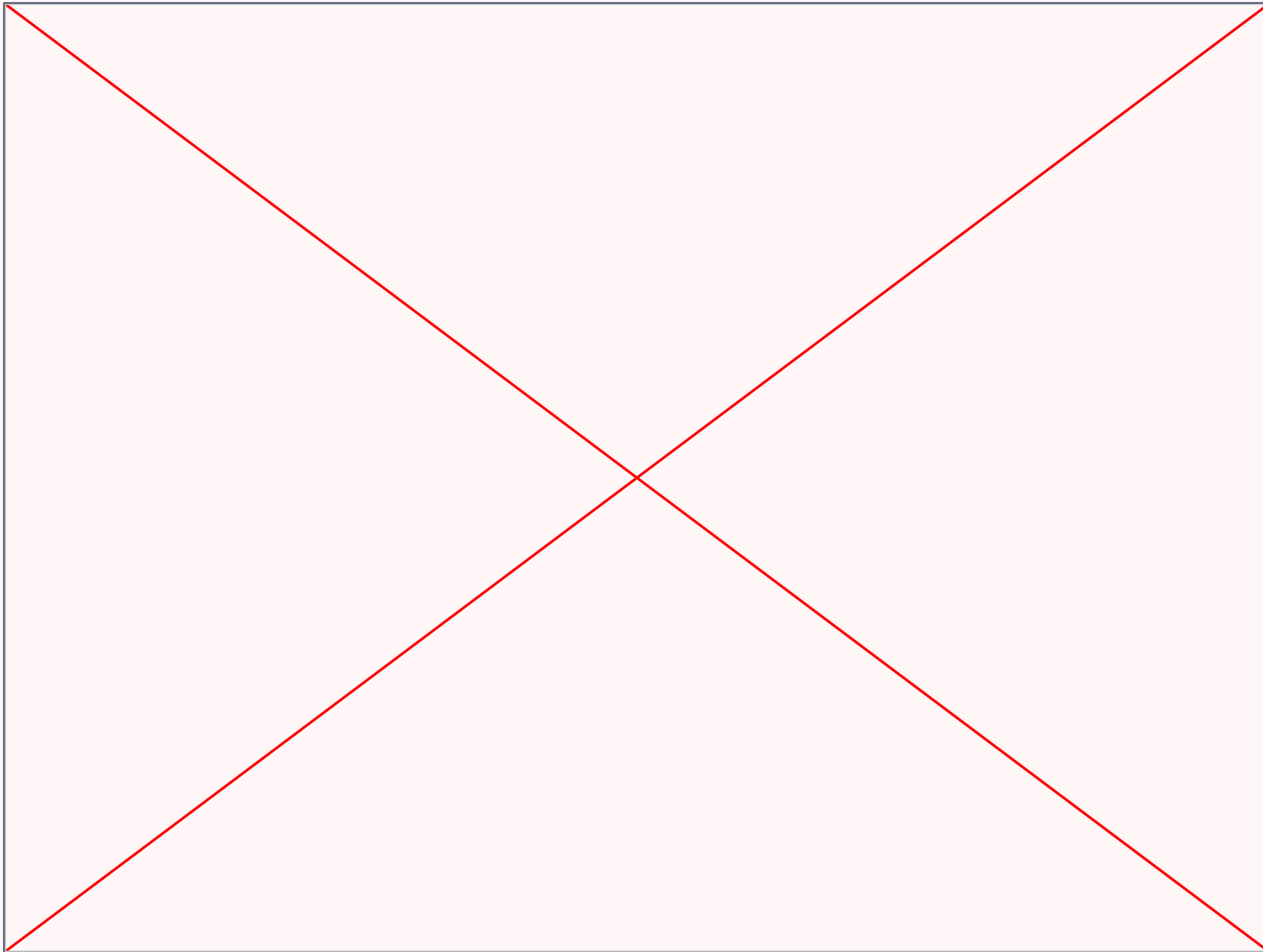
Streamlining repetitive tasks and optimizing complex processes for enhanced efficiency.



Seamless Integration

Effortless connectivity with existing CRMs, communication platforms, and other essential business tools.

Sales AI Assistant



An AI agent empowering sales teams by automating routine tasks, providing actionable insights, and streamlining client communication across the sales cycle.

Key Benefits:

- Streamlined research and prospecting
- Streamlined pitch/proposal generation
- Real-time Sales Insights
- Increased Close Rates

Marketing AI Assistant

An AI agent designed to streamline campaign management, automate content creation, and simplify analytics reporting for marketing teams.

Key Benefits:

- Effortless keyword research
- Personalized Follow-up
- Real-time Sales Insights
- Increased Close Rates

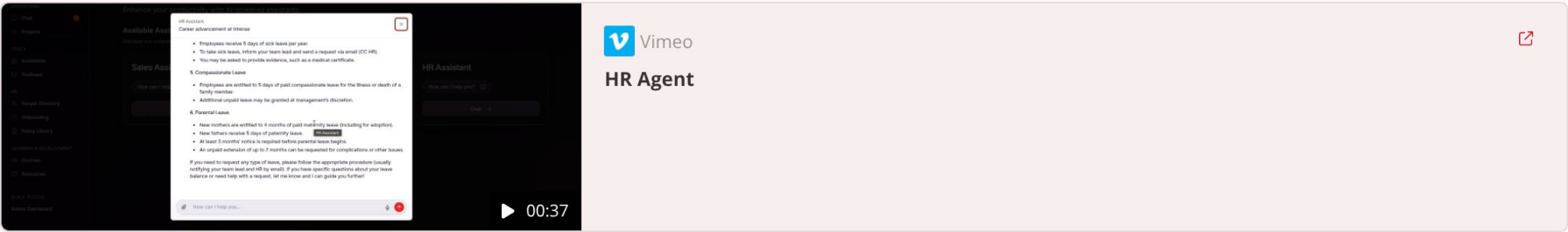
HR AI Assistant

An AI agent designed to streamline human resources operations, enhance employee experience, and reduce administrative burden.

Key Benefits:

- Effortless keyword research
- Personalized Follow-up
- Real-time Sales Insights
- Increased Close Rates

HR AI Assistant

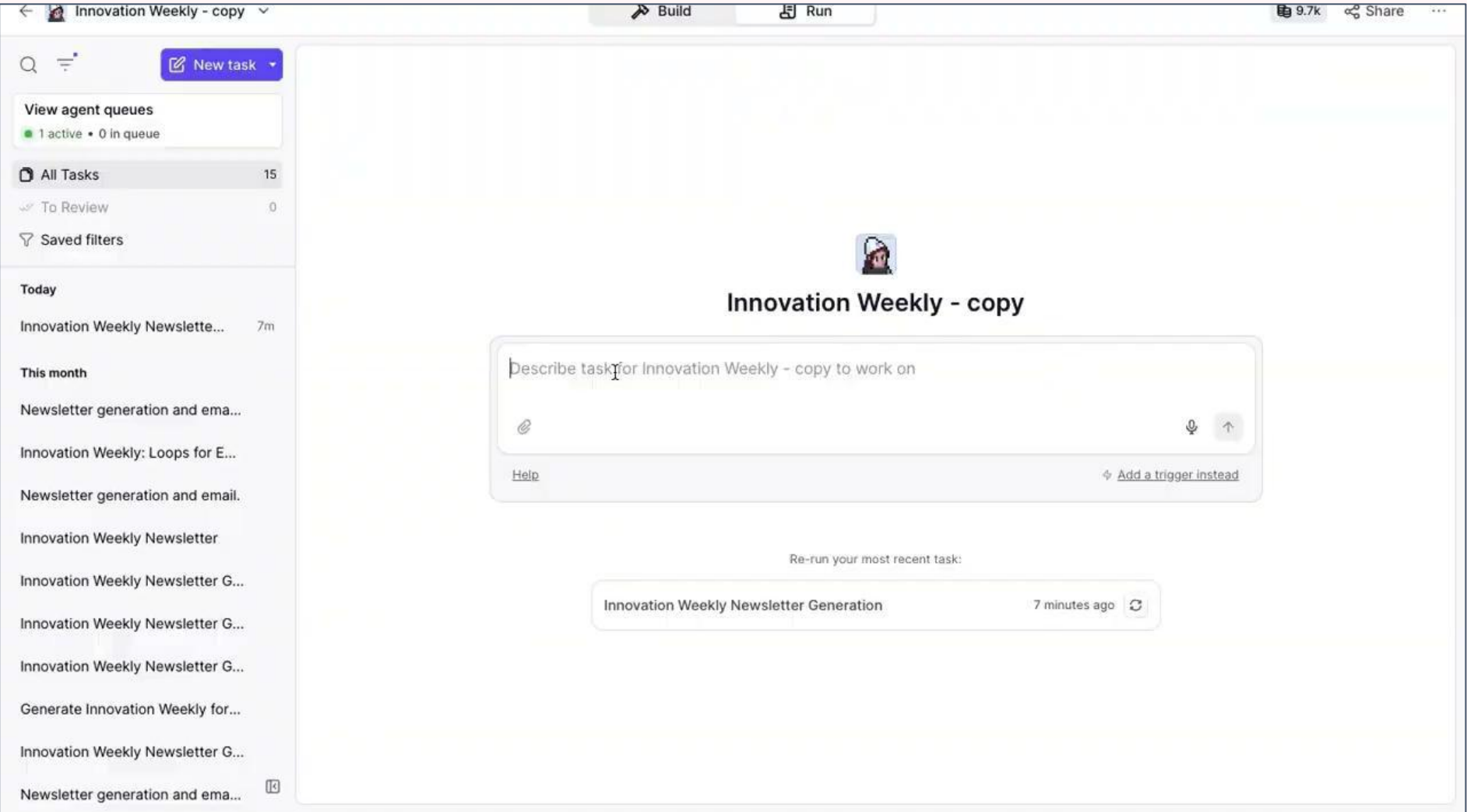


An intelligent AI agent designed to streamline human resources operations, enhance employee experience, and reduce administrative burden.

Key Benefits:

- Automates onboarding workflows, from document signing to system access setup.
- Responds to policy & benefits questions instantly, reducing HR team's workload.
- Tracks leave requests & approvals, providing real-time status updates.
- Improves overall HR service speed and employee satisfaction.

Newsletter Agent



An AI agent designed to automate personalized email newsletter content creation and distribution.

Key Benefits:

- Auto-generates newsletter content
- Saves hours in manual content research and development
- Integrates with email platforms
- Custom branding and segmentation

AI Creatives

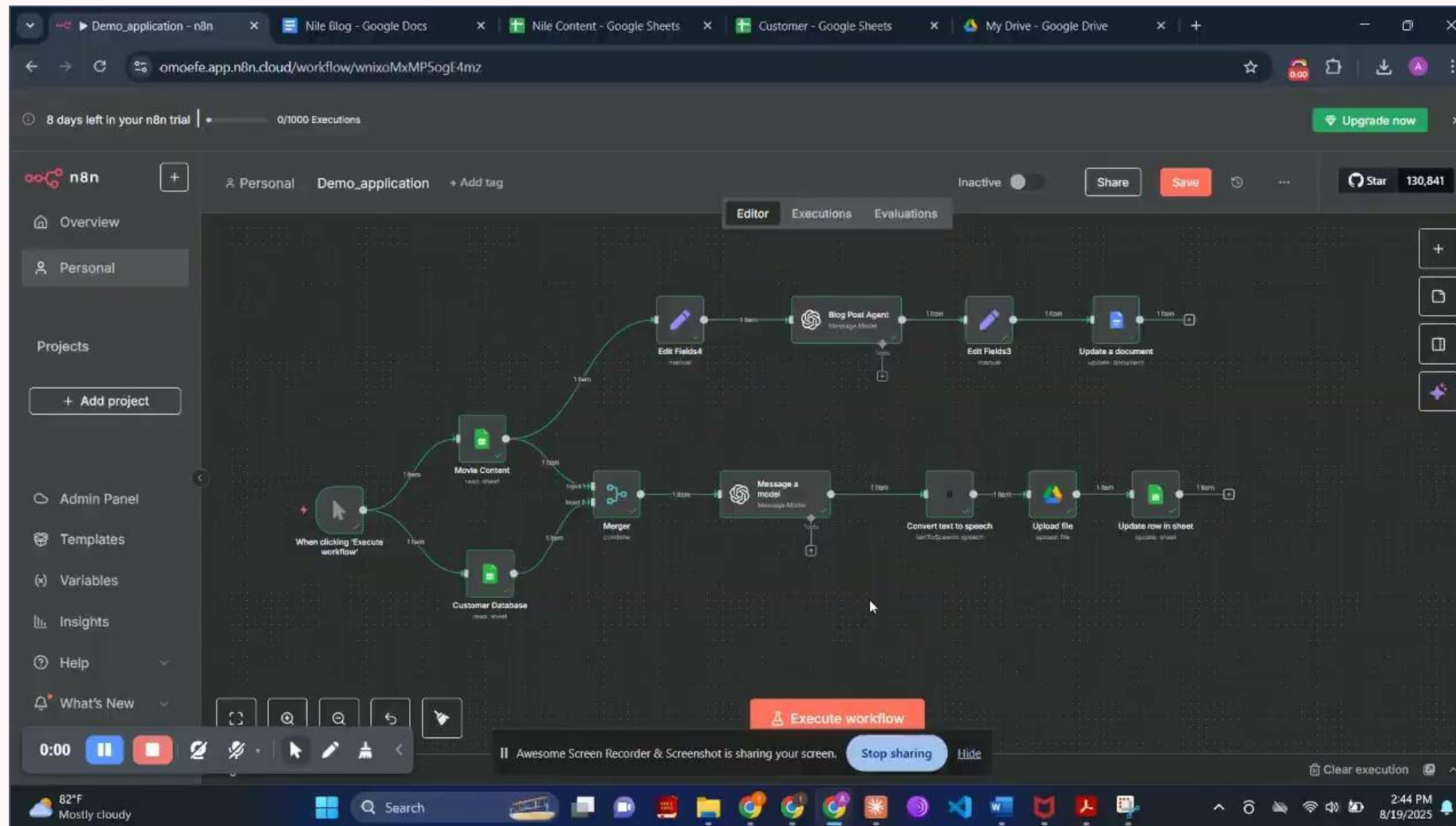


An intelligent AI agent designed to streamline campaign management, automate content creation, and simplify analytics reporting for marketing teams.

Key Benefits:

- Effortless keyword research
- Personalized Follow-up
- Real-time Sales Insights
- Increased Close Rates

Content Repurposing Automation



An intelligent AI agent designed to streamline campaign management, automate content creation, and simplify analytics reporting for marketing teams.

Key Benefits:

- Effortless keyword research
- Personalized Follow-up
- Real-time Sales Insights
- Increased Close Rates

Let's Build Your Growth Story

Partner with us to innovate, scale, and win in your industry



Contact Us

Email: hello@intense.ng

Website: [Intense.ng](https://intense.ng)