



**Industry:** Customer Service

**Deliverables:** • Android & iOS Application  
• CMS & Web Application

**Technology:** Android, iOS, DotNet, MS SQL Databases

**Country:** South Africa

## Project Goal:

The main objective of the project was to build a dynamic web as well as mobile application that could integrate various services offered by the client. The client also wanted to innovate faster to keep up with the increased demand as well as depicting the real quality they were offering to their customers. The core heart of the project was the management of general bills and integration of 3rd party partners with the customers. The idea was to create user and provider both stands on the front-end. One would generate a request with a query and another one kindly follow up the queries by the user.

## Challenges:

- Lack of visually appealing online presence to better reflect the services and innovative solutions offered by the firm.
- Needed a powerful app to minimize the physical need of manpower.
- Integrate various operations under single window to render high-quality customer experience.
- Difficulty in tracking the complaints and reports of the customers was experienced by the client.
- Complexity was experienced in improving the link between customer feedback and their operations.
- It was a challenging task for the client to discover the important touch points of the different kinds of services they offered.

“We rendered Fit-to-purpose web and mobile app to integrate distinct service offerings and built powerful CMS for eliminating prolonged manpower and optimizing speed. The actual concern with the app was to set functionalities of the direct interaction with the third party partners.”



## Solution:

We provided a simple white label solution and a collaborative way to the client in order to solve their everyday business problems.

- A polished service section was designed that intuitively guides the customer about each service provided by the client in detail.
- We also integrated a proper Analytics tool so that the information provided by the client is converted into data.
- Minimalistic yet informative as well as modern yet familiar and user-friendly App was designed.
- We created elegant containers that force each disparate graphic and content into the predetermined theme of the app.
- The UI designers acutely worked on designing every element offering variety of user-friendly features
- We fulfilled the primary requirements of the client by offering alluring App Design, Information Architecture, UX as well as content strategy along with Quality Assurance, User Centricity, and Speed Optimization.
- Display of the rich content was available to the high-end users.
- Each user/provider who registers on the app gets an individual profile, where he can view his own data and services while communicating with them in group chat box.

## Features:

- Dynamic dashboards
- Contact Group Management
- Sub Group Management
- Profile Management
- Chat Options
- Chat and Issue History for user to preview
- Direct Interaction with the 3rd party Partners
- Buying prepaid Services
- Management of Issues
- Daily Notifications for recent updates
- Online Payment Integration
- Vehicle Licensing
- Finding Post Office
- App Usage Analytics
- Communication Management
- Service Outage Calendar



**Result:**

Successful companies genuinely want to grow and provide the best to their clients. Our application brought both; the customers and the firm together, enabling a blend of client recovery and opportunity with a highly efficient cost-effective mobile engagement tool. Our white label solution elevated the client's progress. It also represented the client's establishment in a professional and concise manner.

Our solution was bold, bright, simple, and user-friendly that helped the client simply access real-time widespread information. It built strong customer relationship as they were able to provide feedback within their comfort zone. Their service offerings were professionally positioned and critical issues could be sent for instant recovery.

As a result of our strategic solution, the client was now experiencing unmatched credibility, communicate key messages and turn prospects into profits.



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