Krish Compusoft Services

Making nearby location search quick and easy through an intuitive & user-friendly mobile and web application

Case Study

Industry: Service Industry

Deliverables:
- Branding
- Digital Transformation
- Mobile App
- CMS
- Web App

Technology: Android, iOS, MS SQL, Dotnet

Country: India

Project Goal:

The client propels the growth of various businesses and brands using the power of online advertising and social media. The aim of the client is to get the local retailers side by side tremendously in this fast growing digital world. The main focus of the client is on local retailers and businesses and thus it works to bridge the gap between different small-scale businesses and customers.

It offers variety of features and advantages both to the customers as well as retailers enabling an easy and trouble-free lifestyle.
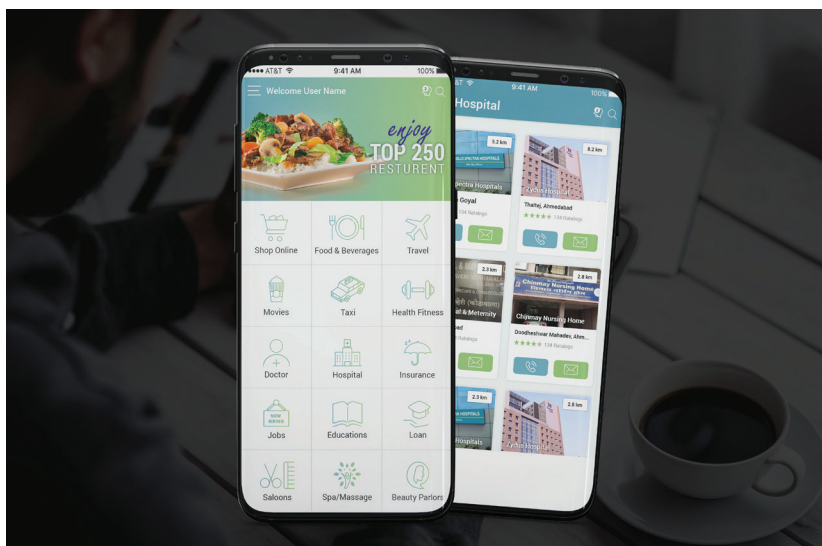
Challenges:

The client realized that web applications and mobile app are a critical part of today's fast-growing world. The client had a clear idea of building a platform that could eliminate the gap between various small-scale businesses and customers. But it had no proper medium or resources to implement those ideas into action. The client approached KCS for implementing their ideas into action. Team KCS did an elongated research for understanding the market scenario. It also dedicated prolonged hours to understand various requirements of the client.

After lengthy discussions with the client, team KCS identified the following problem areas which needed attention:
- Lack of online presence.
- Lack of any local platform for small vendors as well as small retailers
- Lack of brand visibility for many local retailers.
- Absence of a platform to get connected to multiple service experts.
- Huge communication gap between various retailers and the customers.

> " We rendered the client with a complete digital transformation leveraging corporate presentation along with branding solution. We delivered stellar search engine platform for the local search market enabling easy accessibility. Users could simply get information on Business/ Services free of cost anytime and anywhere. "

Features:

- Push notifications
- Google Map integration
- Locate nearby dealers based on products/ brands they sell
- Local Search, Food Order, Travel, Movies, Online shopping using Geo location features
- Promote brands across the network
- Search nearby retailers
- One touch easy dashboard to search any service
- Search from across 80 services available

- Lack of platform for customers to book any nearby services.
- Improving real link between customer feedback and operations in various small-scale businesses.
- A platform to truly understand the need of the customers.
- Ambiguous pricing of various services and products.
- Difficulty in finding the correct address of a particular place.
- Lack of deep knowledge of customer behavior.
- Lack of the notifications of any last minute offer or sale to the customers.

Solution:

Due to lack of resources, the client outsourced KCS to build a dynamic web and mobile application for a cohesive online presence to help various retailers and customers navigate through their services and easily understand the solutions they provide.

The client wanted an intuitive, feature-driven, and responsive mobile app that highlights their service of filling the gap between retailers and customers. The client wanted their customers to quickly find nearby services and products at an affordable rate. It was a challenge for team KCS to build a dynamic web and mobile application that could meet the client's expectations.

After determining the requirements of the client, team KCS provided it with the following solution:

- Alluring web and mobile app were designed for to meet the client's requirement.
- A visually appealing website was developed to mirror the innovative solutions and service offerings of the client.
- 10,000 data were mined on Gujarat level.
- An android, as well as ios mobile app, was developed for reaching more customers.
- Team KCS also developed the logo of the client for enhancing the online presence.
- A corporate presentation was prepared with all the minute details about the services provided by the client.
- Stationaries were specifically designed according to the need of the client.
- Flyers and cards were also provided to the client to boost up the productivity.
- In-app banner services for various businesses was also made available.

Advantages of the App:

▌ In-App Services/ Product Listing helps both the customer to view various products and services as well as retailers to list different services/products provided by him.

▌ In-App Store Locator and convenient appointments are now possible.

▌ The In-App Maps can help consumers get the direction of any service provider whenever they want.

▌ In-App Voice Call allows the customer to call the retailer and place the order while saving the time of visiting a particular place.

▌ Customers can shop online in a hassle-free manner.

▌ Customers can compare rates from different service providers before buying.

▌ In-App Wallet helps the customers for Easy Payment Process.

▌ In-App Text Chat enables the customers to stay connected with the retailer and gain information about the placed order. It also helps to place the order.

▌ In-App Inquiry SMS helps the retailers to get direct SMS about any inquiry generated by the consumer.

▌ Lengthy registration process and tedious data entry are not required for the retailers.

▌ Detailed analytics reveal customer traffic and buying patterns can help retailers in optimizing business services.

▌ Amplifies all the latest features allowing customers to connect with the right service at the right time.

▌ Retailer's rating enables the customers to select the best service provider on the basis of the reviews and ratings.

▌ Through notification updates, consumers can get real-time notification of any deals/offers or nearby popular services.

Result:

The client genuinely wanted to grow and provide maximum benefits to the customers as well as retailers and small-scale business. It wanted to bring the customers and businesses together and therefore it approached KCS. Team KCS managed to provide stellar web and mobile app along with stationaries and corporate presentation to serve the client in the best possible manner. It can effortlessly deliver the key features provided by the client.

▌ A White Label Solution enhances the progress.

▌ Representation of the services offered by the client in a professional and concise way.

▌ Accessing a plethora of products, services, offers, and deals were now possible for the customers.

▌ Enables distinct customer requests.

▌ Booking verified and trusted service professionals on the fingertips.

▌ Location-based services anytime and anywhere were greatly beneficial to the customers.

▌ Multiple service experts could be accessed effortlessly.

▌ Earning commission on referral basis increases the revenue of various businesses.

▌ Guaranteed service quality satisfaction.

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