



CUSTOMER LOYALTY REWARDS AND SALES PROMOTION APPLICATION

CLIENT OVERVIEW

Our client, a US based startup is into brand development and creates applications for promoting customer loyalty. Our client has built customer relationship management solutions to help businesses across domains to establish a loyal and an engaging online customer base. Their applications have helped various brands increase their user engagement via mobile too which in turn has led to significant positive impact on sales, profitability, customer retention and word of mouth marketing.

KEY REQUIREMENTS

- Identifying security flaws in the application and taking remedial measures like:
 - Protection of user account details from hacking and identity thefts
 - Securing user's e-wallet details and transactions
- Include alternate modes of transactions/payment including gift-cards, to cater to different shopping habits of a larger user base
- Incorporation of an efficient database, for handling different types of data effectively
- Providing scalability to enable support of the application across multiple platforms.



KEY BENEFITS

- Increased user base by 300% due to the availability of app on Google Play Store
- Increased performance of the app by 70% under heavy user traffic due to caching system and crash tracking system being incorporated in the app.
- Achieved a quick turnaround time for implementing additional features, thereby leading to a better return on investment for the client by 50%.
- Garnered the reputation of being the #1 mobile rewards application due to increase in the user base.
- Increase in affiliation due to mWallet integration with the application.

TECHNOLOGY STACK

- Android 2.2 and above
- SQLite database
- Heroku Server with multiple add ons (Redis, Proximo etc)
- MongoDB
- Backbone.JS
- Sass
- Crashlytics for crash tracking within the app
- Partner libraries and APIs like SupersonicAds and Radium one for presenting currency earning opportunities to users

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About Xoriant:

Xoriant Corporation is a Product Development, Engineering and Consulting Services Company, serving technology startups as well as mid-size to large corporations. We offer a flexible blend of onsite, offsite and offshore services from our eight global delivery centers with over 2000 software professionals. Xoriant has deep client relationships spanning over 25 years with various clients ranging from startups to Fortune 100 companies.