High-end mobile app development for FMCG leader

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Services offered: User-friendly mobile app development to streamline processes for FMCG brand

Industry: eCommerce business

BACKGROUND

A leading FMCG brand based out of the Middle East and specializing in top-tier consumer goods approached us to develop a mobile app to comprehend user demands, guide them, and offer a smooth experience on the platform.

The already existing app and website suffered from slow loading times and also required a dependable payment gateway as the site expanded its user base to international.
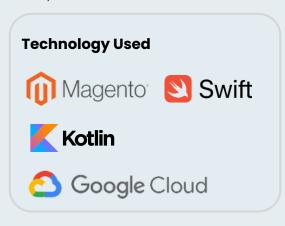
SOLUTION IMPLEMENTED

- We had several brainstorming sessions with the client and came up with a unique strategy to propel the exponential growth of the business.

- We developed a robust and user-friendly iOS and Android app to streamline the process of navigating, choosing, and ordering FMCGs. Our team also delivered high-quality solutions tailored to client's particular needs to address the core issues.

- We also offered unique order processing and inventory management solutions to serve global users. We addressed the challenge of managing the FMCG's diverse payment channels across regions. Implemented a straight checkout system to boost efficiency and minimize friction in the purchase process.

- We implemented an easy payment processing system, a simple checkout system, and effective ad strategies. We overhauled the UI/UX design, prioritizing a user-centric approach to boost user engagement.

OUTCOMES

2X
Increase in App revenue

35%
Increase in customer retention rate

2.5X
Performance optimization

The client was so happy with the app as it provided smooth access with exceptional and satisfying experience to purchase products and thereby boosted sales. The app also showed reduced load time, retained visitors, and prolonged user engagement. So, the total income rose due to the bigger sales order, and over 10 million KWD was earned in the fiscal year.

Technology Used

Magento Swift

Kotlin

Google Cloud