Modernization of a sales business app for the manufacturing domain

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Service offered: Modernization of sales business app for a four-wheeler manufacturing company

Industry: Manufacturing

BACKGROUND

A four-wheeler manufacturing company from Singapore approached us to modernize its full-fledged mobile application to show unrivaled performance. The client was previously facing several problems with their existing app due to its poor performance, not-so-user-friendly interface, and limitations in receiving orders.

So, the turnaround time to process an order was getting delayed. This became a serious issue from their customers's side.

SOLUTION IMPLEMENTED

- We analyzed the issues, understood the client's requirements, and revamped the existing native Android app with spellbinding features and functionalities.

- The app is made seamlessly available for sellers, sales agents, resellers, etc. It also included an offline feature to place orders anytime.

- Provided near real-time access to the information available in the backend systems.

- Development of a user-friendly interface to boost customer experience.

- Integration with the existing system using currently implemented methodologies.

OUTCOMES

2X
Increase in orders on the app

1.5X
Enhanced app performance

28%
Increase in ROI

The client was so happy with the performance and modernization of the app as it helped the business in increasing orders up to 30k daily and enabled the customers to easily place orders, order processing with a quick turnaround time, get instant invoices once the order was processed, and so on. This in turn paved the way for the increase in ROI for the company within the next 6 months.

Technology Used

Kotlin   spring boot

Azure DevOps   Microsoft SQL Server