

Mobile Application Solution for Increased Customer Experience

Case Study: Healthcare & Life Sciences



AIMLEAP

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THE CHALLENGE

A baby care provider wanted to improve their customer experience by developing a mobile application. The baby care company had realized its minimal digital engagement with their new age customers. The Company approached Full-Stack Techies for a cost effective solution to drive their mobility and digital initiatives.

Our Approach:

Full-Stack Techies leveraged its past experience and analyzed the baby care market and customer expectations to build a mobile app on the iOS and Android platforms to improve customer experience.

Also, the app was enabled with analytics to track and analyse customer engagement.

Outcome:

Mobile & Digital Transformation for Increased Customer Experience

- The newly built mobile app helped the Baby care provider quick access to customer engagement. The inbuilt communication channel helped customers stay connected with Baby care. Analytics enablement helped the provider to understand the Customer and increase sales through cross-selling and up sell.

Highlight



80%

Increase in customer experience



60%

Increase in sales



5x

New customer acquisition in one year after the app launch



AI & Automation Practice



As part of AIMLEAP automation business unit, practice provides advanced data collection, artificial intelligence and automation capabilities that help clients create highly personalized digital products and services. Our AI-augmented & automation capabilities offer insights from data to informed decision-making, improve operations efficiencies and reduce costs. We leverage pre-built and custom developed automation algorithms to help our clients optimize their business, identify new growth opportunities, and outperform the competition. To learn more, visit us at www.aimleap.com

About AIMLEAP



AIMLEAP is an ISO 9001:2015 and ISO/IEC 27001:2013 certified global technology consulting and service provider offering AI-augmented Data Solutions, Data Engineering, Automation, IT Services, and Digital Marketing services. AIMLEAP has been recognized as 'The Great Place to Work®'.

With a focus on AI and automation, we built quite a few AI & ML solutions, AI-driven web scraping solutions, AI-data Labelling, AI-Data-Hub, and Self-serving BI solutions. We started in 2012 and successfully delivered projects in IT & digital transformation, automation-driven data solutions, and digital marketing for more than 750 fast-growing companies in the USA, Europe, New Zealand, Australia, Canada; and more.

- An ISO 9001:2015 and ISO/IEC 27001:2013 certified
- Served 750+ customers
- 11+ Years of industry experience
- 98% Client Retention
- Great Place to Work® Certified
- Global Delivery Centers in the USA, Canada, India & Australia



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