

## CASE STUDY

### Mobile Store

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*For a leading Electrical Supplies Distribution company, USA*

### INTRODUCTION:

Our client's need was to leverage and improve their operations by building an easy to use and state of the art mobile website and application to enable easier browsing, selection and ordering of products for their customers and to improve their own order processing system to save time and money.

The client teamed up with Wishtree and commissioned us to create a customized solution to not only put their store in every hand but to also give them a competitive edge while fulfilling their aforementioned needs. They also wanted to have sophisticated features mobile scanning and a live chat feature so they could service their clients better and faster.

Wishtree, together with the client, did not only what was asked but more by providing extra features to put the client not one but five steps ahead of their game by making their customers happier. And we all know how happy customers mean more moolah, right?

Want to know how we did that and generated more business for an already successful client? Read on to know the trade secrets!



## THE CLIENT

Our client is one of the leading Electrical Supplies distributors with headquarters in USA and over 2,200 outlets in 38 countries.

## BUSINESS CHALLENGE

The problem faced by our client was that though had a huge business operation and a web portal for its smooth functioning, they did not have any mobile portal to make the browsing and buying of their products easier, more handy and convenient for the customer. Wishtree evaluated the various problems of the client and also brainstormed about addition features we could provide to give the client a competitive edge. The other challenge faced by Wishtree was the language barrier as the mobile store would have to be designed for 6 countries with different languages and preferences.

## WISHTREE SOLUTION

Wishtree designed and built a tailor made mobile browser and app for the client with the following features to solve all their problems:

- Hybrid application with mobile specific shortcuts to provide easy navigation
- Available for both android and ios
- Theme available with variations to suit global status
- Mobile scanning for scanning bar codes to get an on the spot description of the desired product and to know its availability in the stores.
- Rapid scan feature to scan multiple items at the same time
- Bluetooth scanner paired with mobile which will automatically add product to cart
- Live chat feature where sharing a picture will inform user of availability of said or similar products

# TECHNOLOGY STACK

- **Framework:** Titanium
- **Server:** node.js
- **Language:** java script.

# BENEFITS DELIVERED

- More effective generation of orders resulting in increased business for the company
- Ease in placing of order
- More cross-selling and up-selling opportunities
- Increased virtual presence
- Mobile scanning facilities for fast order processing
- Technological advantage over competition

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**Wishtree Technologies** | We **understand**, We **deliver**

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## About Wishtree

Wishtree delivers technology-enabled business solutions that help global companies to improve operational efficiency and reduce costs.

We are : Small Enough to Listen, Big Enough to Deliver