A case study on building a complete mobile solution for attaining cashback solutions.

bux180
Shop. Save. Support!

SHOP WITH A MISSION!

You shop. You save.
You earn cash back.

Your charity receives
a donation,
all at no cost to you!

Get Started

Receive a $5 welcome bonus

Save money while helping your charity make a difference!

Summary

There was also a need to break the monopolistic mold of cash back arenas, considered as a niche market, where the ropes of the industry are vested in the hands of very few players. Bux180 is a niche digital e-commerce space that offers cashback on online purchases.

Highlights

✓ Get paid to shop

✓ Earn cash backs

✓ Free membership & commission for referrals

✓ Safest and most reliable ways of shopping

The Client

Bux180 is a shopping rewards app that provides you with cash back opportunities with returns of a certain percentage on your purchases. This amount is returned back to the buyer through a check or online payment. In a single click, the online shopping portal provides users with a rebate. It is also one of the safest and most reliable ways of shopping on the internet.

Business Requirements

◆ Online e-commerce seems to be picking up faster than lightning pace, there are seldom shoppers who would choose products beyond a specific pricing line

◆ A need to break the monopolistic mold of cash back arenas, considered as a niche market, where the ropes of the industry are vested in the hands of very few players

Connect with us   f 🐦 G+ in

Key Features

- Interested shoppers should download and operate through the app to avail of cash backs
- Shoppers can set a percentage for charity and earn regular points over purchases
- The app works simultaneously for sellers as well as entrepreneurs
- 50 to 100 affiliates are registered on Bux so that users can benefit from innumerable discounts
- Hassle-free sign-up process
- Referring a friend earns cash bonuses
- Activation of cash back directly with the help of a browser extension with this option, cash back is applied to the best coupons available
- Customers earn a percentage of cash back when you purchase with your credit card

Challenges

- Schedule work according to agent attendance and skill, execute the project within the timeframe requested by the customer
- A contingency plan when the allocated agent was not able to service the customer due to an emergency
- Breaking the monopolistic mold of cash back arenas

Our Approach

Requirement gathering : We generated a list of requirements from all the stakeholders, which formed the basis of the expectations of the business. Succinct requirement specifications along with cardinal points were recorded along with a description of the environment in which the app will function.

Analyzing Technical possibilities : A complete review of the engagement, analysis, quality of information, and other aspects was performed to examine the viability of the technology. Several pre-defined methodologies along with third-party systems' integration that would lead to behavioral changes were evaluated.

Empathetical approach : We disguised the ownership of the assignment so that the customer could place confidence and our team proffered dedication to the work, thus providing improved results.

Cloud Infra-Structure Support : We have in-house experts for supporting and maintaining the entire application that is hosted on the Cloud network for global access.

Results

As expected there is a consistent increase in monthly spending due to enhanced user confidence. Shoppers can also buy goods at drastically reduced rates while improving the consumer price index. With the app, both users and merchandisers found new avenues to source and advertise products and services, respectively.

Know More About Our Project
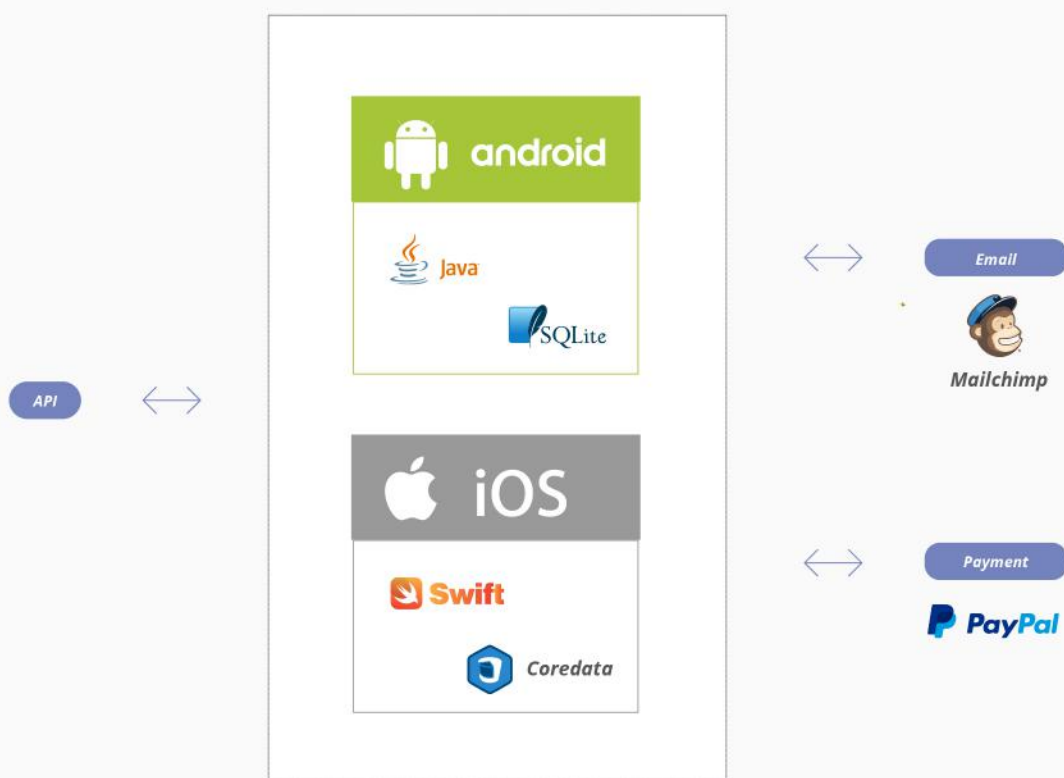
www.gsmplusinfotech.com

Key Features

- Interested shoppers should download and operate through the app to avail of cash backs
- Shoppers can set a percentage for charity and earn regular points over purchases
- The app works simultaneously for sellers as well as entrepreneurs
- 50 to 100 affiliates are registered on Bux so that users can benefit from innumerable discounts
- Hassle-free sign-up process
- Referring a friend earns cash bonuses
- Activation of cash back directly with the help of a browser extension with this option, cash back is applied to the best coupons available
- Customers earn a percentage of cash back when you purchase with your credit card

Challenges

- Schedule work according to agent attendance and skill, execute the project within the timeframe requested by the customer
- A contingency plan when the allocated agent was not able to service the customer due to an emergency
- Breaking the monopolistic mold of cash back arenas

Technical Architecture

Know More About Our Project

www.gsmplusinfotech.com

Our Approach

Requirement gathering : We generated a list of requirements from all the stakeholders, which formed the basis of the expectations of the business. Succinct requirement specifications along with cardinal points were recorded along with a description of the environment in which the app will function.

Analyzing Technical possibilities : A complete review of the engagement, analysis, quality of information, and other aspects was performed to examine the viability of the technology. Several pre-defined methodologies along with third-party systems' integration that would lead to behavioral changes were evaluated.

Empathetical approach : We disguised the ownership of the assignment so that the customer could place confidence and our team proffered dedication to the work, thus providing improved results.

Cloud Infra-Structure Support : We have in-house experts for supporting and maintaining the entire application that is hosted on the Cloud network for global access.

Results

As expected there is a consistent increase in monthly spending due to enhanced user confidence. Shoppers can also buy goods at drastically reduced rates while improving the consumer price index. With the app, both users and merchandisers found new avenues to source and advertise products and services, respectively.

Know More About Our Project

www.gsmplusinfotech.com

Connect with us