

Creation of a Retail Coupon Mobile Solution For Distributing Geo-Location Based Offers



Objective

The client required to build a retail mobile solution for distributing various coupons and offers to its customers based on their location. They required an intuitive user interface for the mobile solution with added loyalty coupon engine for promoting offers. The application needed to run flawlessly on various iOS, Android based devices and also notify users about limited offers.



Challenges

- User and coupon management
- Device compatibility for existing and next generation devices
- Delivering unified user experience
- User notification based on geo-location



Approach

To deliver a retail coupon mobile solution, the team at Rishabh Software designed, developed, tested and deployed the mobile application for both iOS and Android devices. The solution methodology was focused on building native applications for iOS and Android platform for delivering personalized offers as per user preferences. The solution was built using many reusable components like custom views, navigation control and app sync functions for rapid application development. Also, a loyalty algorithm was developed to deliver location based offers and discount based on various categories like clothing, shoes, department stores and electronics.



Business Benefits

- Automated delivery process of coupons & offers
- Real-time access to the latest offers across various locations
- Reduce carbon footprint by going paperless
- Personalized notifications based on user preference

Industry Segment

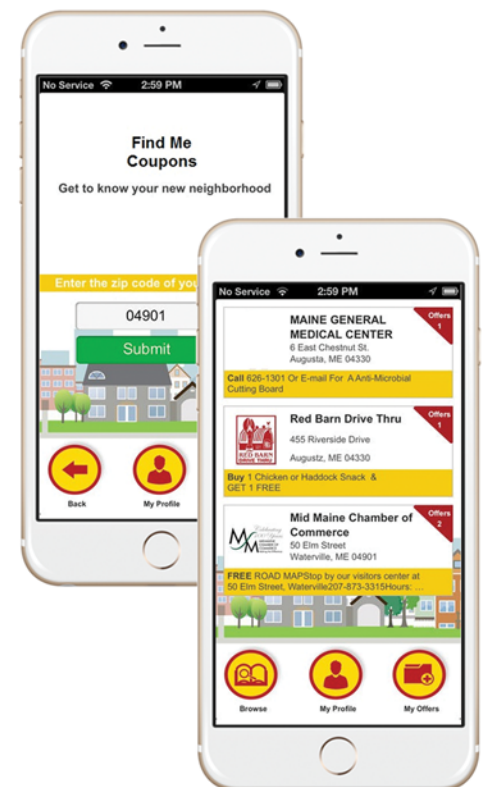
Retail

Customer Profile

US based retail chain offering fast moving consumer goods to its customers. They optimize the use of technology to innovate their revenue generation strategy.

Technology and Tools

- iOS
- Android
- Objective C
- SQLite
- Web Services



About Rishabh Software

Rishabh Software provides software services and solutions to mid-sized enterprises globally through our offices in the US, UK and India. We leverage the latest technology stacks in Cloud, Mobile, Business Intelligence and other Enterprise technologies helping clients to get the best value of their IT budget. With our team of 150+ software developers, we have implemented 220+ successful projects across 22 countries. Our process-driven approach has helped Rishabh to achieve CMMI Level-3, ISO9001 and ISO27001. Our team works on .NET, Java, PHP, iOS, Android and others technologies. We are a certified Microsoft Gold partner.



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