



Native Mobile App

Transforming retail by personalizing the mobile shopping experience

About the Client

The client is a leading Brazilian retailer of a wide range of products and services—from beauty and toys to automotive products and home appliances. Located in Western Amazon, the company has 20 stores, three distribution centers, and about 2100 employees. Since 1993, the company has been ranked as the largest contributor of Amazonas state ICMS in the commercial segment. Although well-known for its emphasis on customer satisfaction in every stage of user journey, the company meticulously ensures that all work takes place in accordance with its values—continuous improvement of services, compliance with ISO 9001: 2008 requirements, and adherence to its principles and cultural moorings.

Industry

Retail

Client

Leading online retailer

Offerings

Native Mobile App

Business Challenge

The client badly needed an end-to-end mobile commerce solution for consumers to browse, review, and purchase products online.

Reaching out to a customer base that is technologically savvy and unpredictable requires a new native mobile commerce application. The challenge was in integrating WCS through REST base services to handle customer data and payment information, ensuring a quick time-to-market factor, enabling secure user authentication, and providing a user-friendly interface.

Solution and Benefits

Royal Cyber developed a full-fledged mobile commerce solution focusing on providing a great user experience, functional mobile application development, and qualitative testing. Testing involved manual and backend system integration through REST APIs with OOB Services available in WebSphere Commerce along with REST API's customization.

Users were required to login to the app for viewing the product catalogs, search and browse, add products to the shopping cart and checkout. The app included Augmented Reality for users to view their selection and try them out online. The social share functionality enabled users to share their updates. Complete with Google Analytics integration, the app-enabled the company to analyze consumer preference and behavior based on search patterns, demographics, product purchases etc. We also provided on-going support and maintenance, including periodic and seamless feature updates to application users.

Better analysis of consumer preference and user behavior helped push the right content to consumers. This, along with secure and seamless integration with third-party systems, ensured continuity in the workflow.

About Us

Royal Cyber is a modernized e-business solutions provider specializing in software deployment. We are an IBM Premier Business Partner, an IBM Authorized Trainer and Microsoft Certified Gold Partner. Since our company's inception in 2002, our experts have been leaders in providing exceptional and award-winning services to organizations across different industry verticals around the globe.

Headquartered in Chicago, Illinois, we have a global footprint with offices and development centers across North America, Asia, Europe, Africa and the Middle East. Our strategic move of establishing an offshore center in Asia has helped us reduce costs and provide highly competitive rates to our valued clients without compromising on quality.