



Mindtree

*Welcome to possible*

## Developing high customer engagement through mobile application for a major credit card provider

Mindtree enabled a global credit card provider to enhance their consumer loyalty through a focused mobile channel.

### Business challenge

The customer, a large credit card provider, wanted to drive their consumer loyalty program through different social channels. They planned to provide context-based (location based) services to their consumers during the London 2012 Summer Olympics. Smartphone penetration was high in the UK. So the customer decided to drive this initiative through an iPhone and iPad application. This would leverage the latest trends in SoLoMo (Social, Local and Mobile) to market their brand among the different age and income groups.

The customer required a technology partner with mobile domain expertise, to quickly develop an iPhone and iPad app that:

- Provided an insider's view of the best places such as restaurants, pubs, shops in London and the discounts available on them. It helps its members maximize the card's benefits.
- Offered exclusive information about the 2012 London Olympic Games and events.
- Contained a complete map view function and social media interface layer, thus enhancing the travelling card member engagement.

### Business impact

- 70,000+ downloads within the first two weeks, after the application was launched.
- The customer realized high consumer engagement by providing them more accurate data and exciting offers.
- Scalable platform to support future revenue growth via mobile channel.

### Our solution

Mindtree's team worked closely with the customer and created a list of functions for the iPad app. The solution provided was a reliable and scalable app with the following key features:

- User-friendly app, with attractive animations and rich graphical user interface.
- Social media interface layer enables users to link to social media sites such as Facebook, Twitter among others.
- Dashboard animation for iPad application.
- Provides an innovative feature which filters the offers based on user interests such as dining, shopping, entertainment among others.
- Location based notifications and services.

## Our approach

Mindtree collaborated with the customer to create an execution plan to implement the native iPad application. Our approach entailed the following:

1. In a B2C scenario, user adoption is mostly driven by user experience. Hence, the emphasis was on creating a user friendly app with attractive animations and rich graphical user interface.
2. Quality and performance were given great emphasis.
3. Mindtree's testing team created and executed unit tests to ensure zero side effects and optimum performance. This resulted in a robust application.
4. Deadlines were strictly met. This made the app available for consumers before the beginning of the London Olympics.

## About Mindtree

Mindtree is a global information technology solutions company with revenues of over USD 430 million. Our team of 12,000+ experts engineer meaningful technology solutions to help businesses and societies flourish. We enable our customers to achieve competitive advantage through flexible and global delivery models, agile methodologies and expert frameworks.