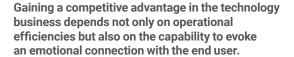# GLOBAL TECH GIANT EXPONENTIALLY INCREASES CUSTOMER REACH WITH CLOUD-BASED APPS

Apexon leverages Agile and outcome-based delivery model to modernize user engagement

Gaining a competitive advantage in the technology business depends not only on operational efficiencies but also on the capability to evoke an emotional connection with the end user.

This Global Tech Giant wanted to connect directly with end consumers, expand reach across geographies, increase engagement, and drive end-user satisfaction. On the other hand, the customer also wanted to reduce roaming plans cost and enhance the guest experience for technology event attendees.

THE RESULTS

KEY OUTCOMES

Using agile methodology and an outcome-based delivery model, Apexon delivered significant benefits, including:

AN EXPONENTIAL INCREASE IN CUSTOMER REACH WITH A MULTI-LINGUAL CATALOG APP

COMPREHENSIVE & COMPLETE PRODUCT LIST FOR END CONSUMERS

EASY OFFLINE ACCESS TO PRODUCT CATALOGS THROUGH MOBILE DEVICES

ACCESS TO A USER-FRIENDLY CATALOG

ON-THE-FLY SALES CONTACT/ SALES REFERENCE CREATION

GDPR & CCPA COMPLIANCE

4 KEY AREAS

A root cause analysis of the customer's problems revealed the following challenges that needed immediate attention:

Increasing Costs
Increasing costs of mobile roaming plans making it difficult to access catalogs

Poor Engagement
Poor engagement with technology symposium guests

Digital Product Catalog
Lack of a digital product catalog for end users

Offline Access
Lack of offline access to product catalogs

3 KEY AREAS

Apexon developed three different applications that included:

Native Cloud-Based Catalog App

Building a native cloud-based Catalog App to run on iOS devices with the following features:

- Multilingual support in English, German, Spanish, Portuguese, and localization facility
- Easy offline access to catalogs that can be cached on the mobile devices
- Bookmark and annotation retention with selective page emailing

Roaming Mobile App

Developing a roaming mobile app that would:

- Allow users to geo-fence their location and enable/disable roaming plans with an alert mechanism
- Help in implementing security guidelines for data encryption

React Native Hybrid App

Building a React Native hybrid app for managing the technology symposiums with built-in features for:

- Registration, schedule, location, directions, and feedback collection

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