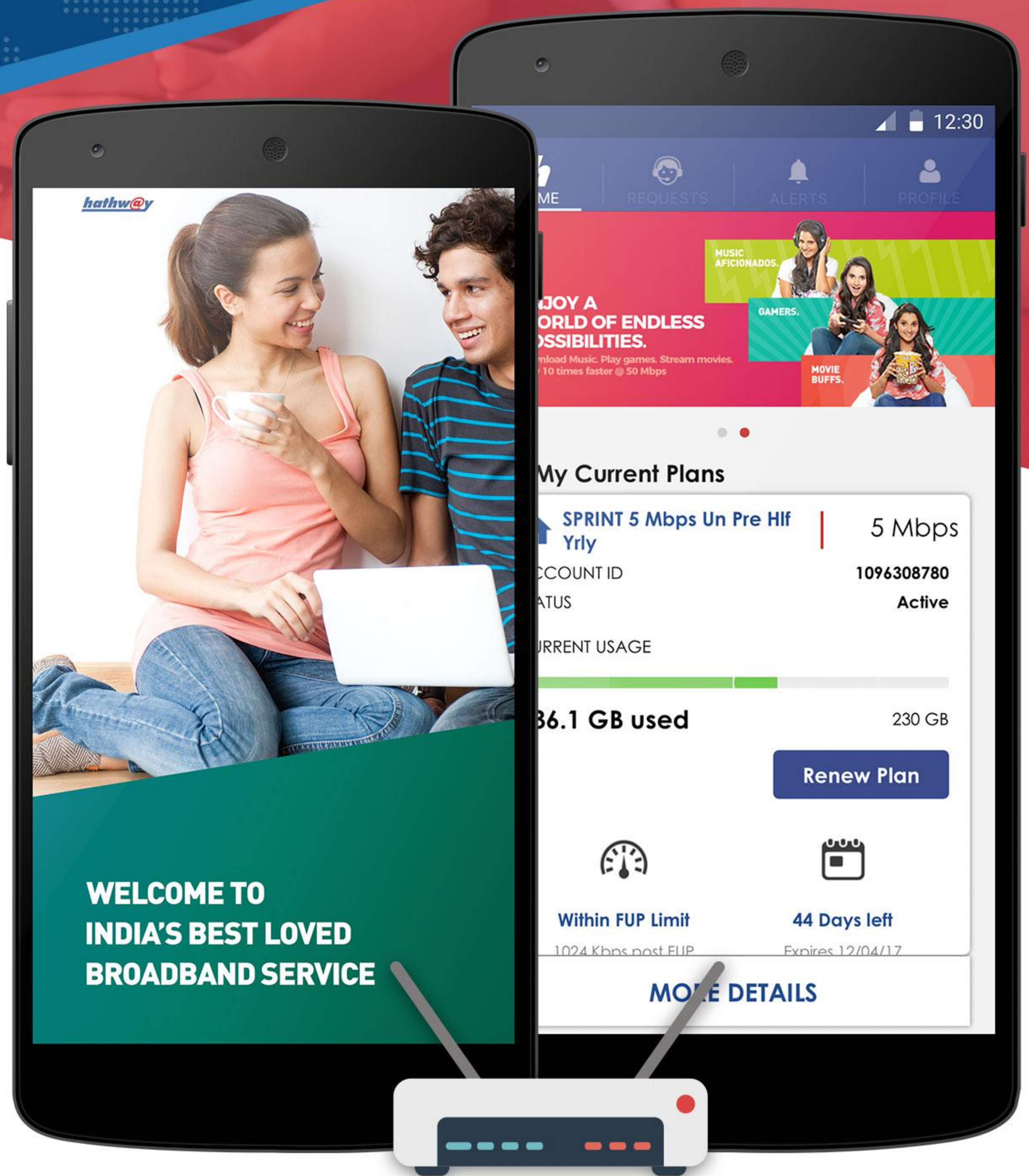




PLATFORM



HATHWAY SELF CARE APP

A CASE STUDY

This case study is all about customer service. Not just the app but Affle's approach to the project was absolutely client centric.

Objective :

Hathway, a well established name in the SAT TV domain wanted an app for customer retention as well as a tracker for new customer acquisitions. They called it the 'Hathway Selfcare App'.



1

Customers to App :

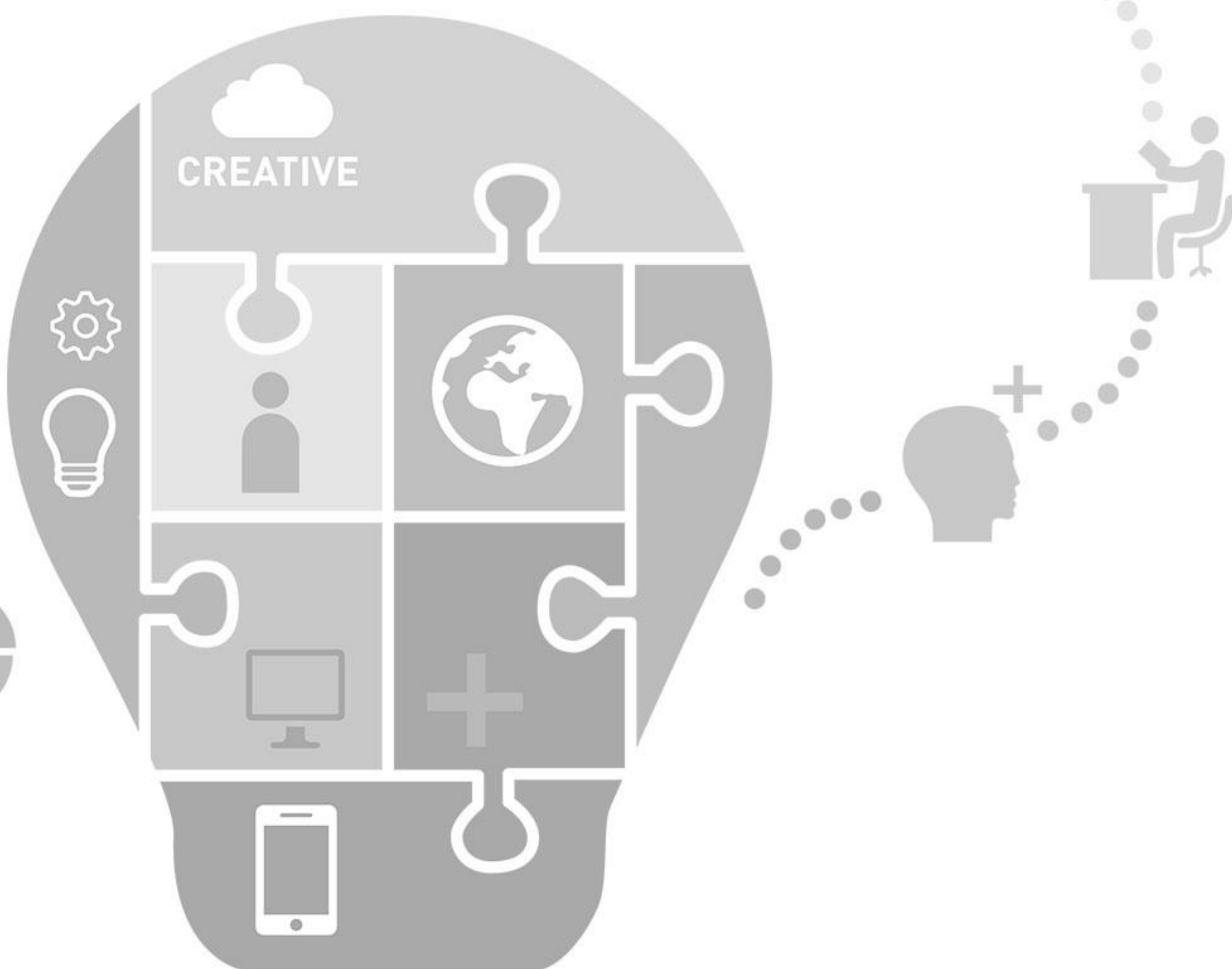
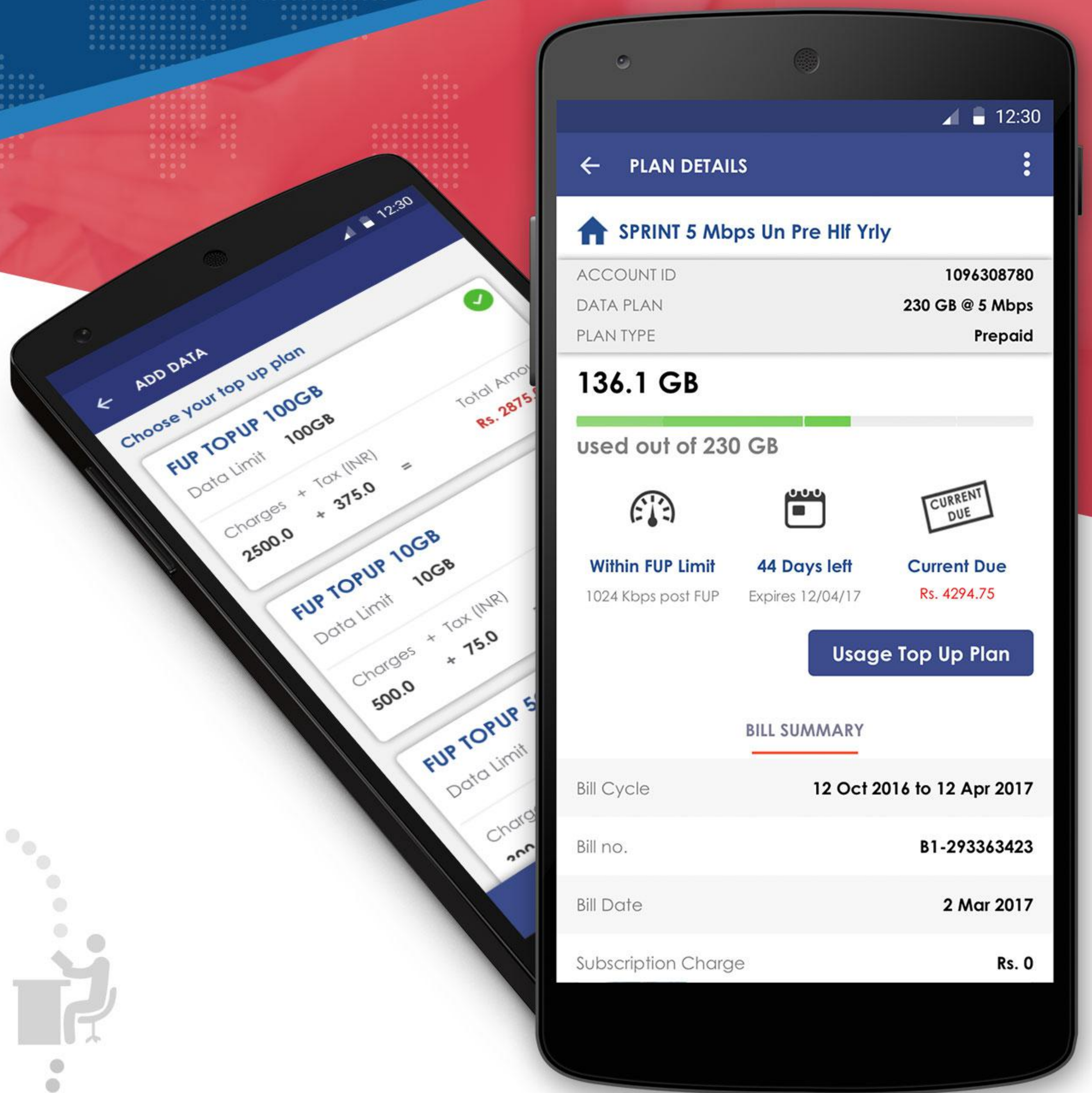
- Paying Bills
- Adding Top ups
- Raising Service Tickets
- Customizing Billing Plans
- Customizing Subscriptions

2

Field Workers to App :

- Register New Users
- Update Areas Covered
- Update Customers Serviced





DEVELOPMENT

Client facing app projects are always dynamic. Since mapping the client's needs is a continuous process. Hence we employed a RAD (Rapid Application Development) model on this project.



THE CHALLENGES

1

Converting SOAP APIs to REST APIs :

The client provided us with SOAP APIs. In some cases the SOAP APIs suffice for web services but in this case to speed up the web apps we converted them into Restful APIs.

2

Restructuring the middle layer :

We built a Restful API for the middle layer to add swiftness to server interactions and avoid a performance slack.

3

Establishing teams onsite :

The project had multiple POCs owing to the size of the corporation. For a better synchronization we sent our team onsite to work full time with their developers and expedite work.



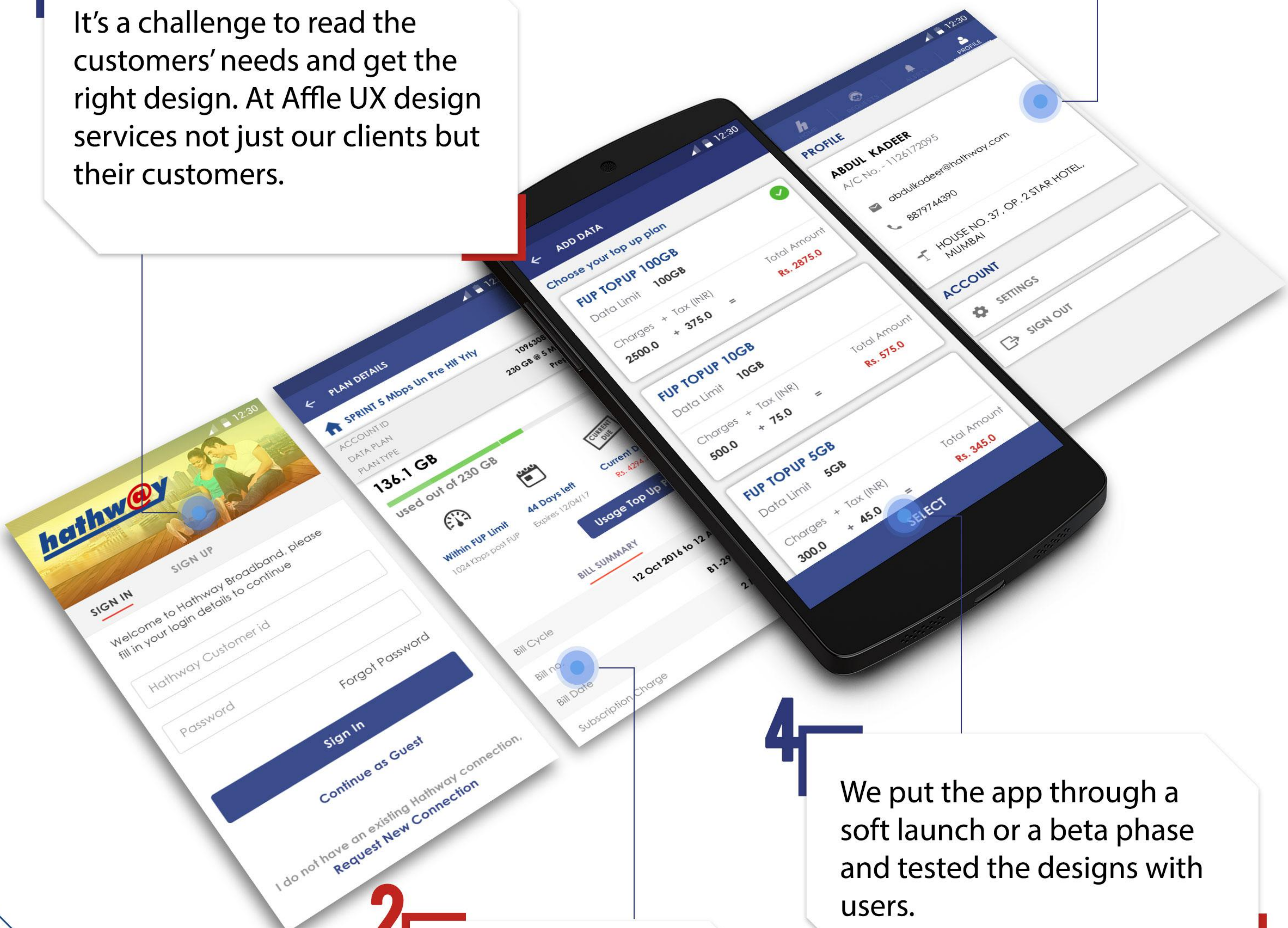
DESIGN

1

It's a challenge to read the customers' needs and get the right design. At Affle UX design services not just our clients but their customers.

3

Color codes were changed to suit user preferences after a round of A/B testing.



2

We tweaked CTAs to be more intuitive and user friendly by changing the CTA buttons.

4

We put the app through a soft launch or a beta phase and tested the designs with users.





RESULT

Despite multiple development cycles due to infused changes on the go.
We completed the self care app in 7 months- the promised tenure.





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