INDUS NET®
TECHNOLOGIES

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KONVERGENCE ENHANCES

Its Mobile App for **Retail Customers** Using Hybrid Technology

TIRED OF FREQUENT APP UPDATES? NESSUN PROBLEMA

That's Italian for 'no problem'. In recent years, mobile development has focused on Apple's iOS and Google's Android platforms. While it is an improvement from the days when companies had to release at least 4 different versions of a single app, they still need to release several updates to maintain a uniform user interface across platforms. Indus Net Technologies' solution to this problem has been to use hybrid technology, which makes deployments and future enhancements to mobile applications easy. Most importantly, hybrid technology can be used to create apps for both Android and iOS simultaneously, without compromising on uniformity of either the UX or the UI. Our client Konvergence SRL successfully used our hybrid technology to enhance an app for their retail clients.

KONVERGENCE WANTED TO ELIMINATE REPETITIVE UPDATES

Konvergence is an Italian IT service provider with offices in various Italian cities including Milan and Bologna. The company works with several retail giants in Italy, and its mobile app 'K-Wallet' has helped consumers to shop easily at retail outlets, without having to wait in a queue or write long shopping lists. Italy is a country where supermarkets dominate the retail space. With around 5 supermarket chains dominating the country's retail space, people often find dozens of stores within a few kilometers of wherever they are.

With almost 3 decades of experience in providing information services, Konvergence wanted a long-lasting and sustainable solution without having to release regular updates for K-Wallet. They also wanted to make their app more customer-friendly. Konvergence sought Indus Net Technologies' help to enhance K-Wallet because of the promise we make about technical excellence, extensive documentation, code security and on time delivery. We used hybrid technology to eliminate regular updates and avoid having to develop different versions of the same app for iOS and Android.

Our team visited Italy in June 2015, and completed the product in the first week of December, ready for a New Year's Eve release. There were a few challenges during app development such as the language barrier, with Italy being a non-English speaking country. A steady supply of authentic cappuccino and biscotti helped our team to focus on upgrading K-Wallet.
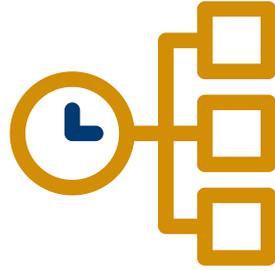
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BRINGING HYBRID TECHNOLOGY AND A LOT MORE TO K-WALLET

K-Wallet was originally released in 2013, following which it was customized for myCoop, PamPanorama and CDS. These custom versions were released under different names depending on the client and released on both Google Play Store and Apple's App Store. To make K-Wallet future-proof, Indus Net Technologies used hybrid technology.

Indus Net Technologies built K-Wallet 2.0 using HTML5, CSS3 and JavaScript, with hybrid technology forming the basis of its conception. This version also adds Gulp as part of build automation. We also added a beacon-based shopping experience, dashboard tiles configuration, customer care, a preference center that remembers, and balance sheets which can be used by users to track and monitor their shopping data.

The beacon based shopping experience helps customers to locate their favorite supermarket chain closest to wherever they are, and thus helps the user to save travel time, especially if one is in a new city. K-Wallet 2.0 also uses RFID technology to help customers read barcodes of products, and add them to a shopping cart on their phones, without them having to stand in a queue at the supermarket. K-Wallet 2.0 provides all the details of the products they want to purchase, and makes shopping at supermarkets frictionless. Making shopping frictionless is one of the most important functions of a mobile app.

MAKING RETAIL SOLUTIONS MORE THAN JUST MOBILE

Konvergence, which expected a delivery time of at least 6-8 months, was pleasantly surprised with K-Wallet getting ready for release in just 4 months, which saved them a lot of money. In short, hybrid technology helped Konvergence to save both time and money, while making their app future-proof and productive.

Contact us today to learn how we can help your retail business optimize mobile technology to serve your customers better.