

Achieved 100% customer engagement using a Mobile App for Android and iOS phones to provide real-time updates to end-customers of an International Organization focused on Climate Change Agenda



Client's Business Need

- Provide real-time updates on event to end-customers
- Update content listing in the app at the backend without submitting a new build to the store

Today

46°F High 73° Low 43°
Mostly Sunny

Good morning, Jason!

It's sunny right now in Pueblo. The forecast today shows a high of 73° and a low of 43°. There is a chance of cloudy skies later today.

46° 55° 61° 66° 70° 72° 72° 70° 66°

☀️ ☁️ ☁️ ☁️ ☁️ ☁️ ☁️ ☁️ ☁️ ☁️

Mon Tue Wed Thu Fri Sat Sun Mon Tue

100% 100% 100% 100% 100% 100% 100%

Partly Cloudy

Partly Cloudy

72° 52°

Saturday

International Organization



Datamatics' Solution

After performing a thorough requirement analysis, Datamatics provided the following solution for the Android and iOS based-app:

- **Upgradation of the hard-coded feed lists in the application:** To improve the client's existing mobile app's Static feed to Dynamic feed for consuming XML based APIs received from backend team without having to re-submit the app to iTunes/Google Play store, while retaining current design elements
- **Integration of OneSignal (free) service:** To provide a dashboard to generate customized push messages into the application
- **Code Changes:** Along with bug fixing and testing to make the app compliant with current app store submission rules and support release on multiple devices including Android and iOS
- **Analytics function:** To track most frequently used app functionalities
- **Compilation & Preparation:** To submit the apps to iOS/Google Play store, facilitate administrative approval process (in iOS, iTunes, and Google Play stores) to meet publishing deadlines



Business Benefits

Successfully launched the app just in time before a live event

Implemented a functionality for direct-updation of the content listing in the app at back-end without having to submit a new build to the iTunes/Google Play stores

Achieved 100% engagement through live updates to end-customers using Push Notifications