

Effective Customer Engagement with an intuitive Mobile App

Client

A major Health & Fitness organization offering online coaching support to its users from world-class coaches.

Challenges

- Client had a business need for upgrading their Mobile App with new features to stay connected with their Users and provide tips and techniques.
- Responsive Mobile app should provide users an easy UI/UX to Set and Track Goals, monitor their activity.
- Expert Coaches should have an easy interface to coach and advice the users and engage them in scheduled activities.
- Mobile App should be able to track performance statistics and afterwards, allow dive deep into the data

Solution

- Navtech developed a brand new Mobile application which works at two front-end like the Users and Expert Coaches.
- With our Industry experience using single code base created mobile, web, and desktop version to provide a cohesive experience across all assets.
- Built and enabled In App Chat using Intercom that enabled conversational relationship with their users..

Technologies & Platforms

BACKEND



Outcome

- Monthly active users steadily increased by 6-7 % month over month for 6 months in a row.
- Conversion of free to premium increased by 22%.
- Integration partners were ecstatic with the revenue generation.