

B2B Social Networking Application

Client Overview & Background

Based in California, USA, our client was a serial entrepreneur & innovator, silicon valley veteran, business coach and community leader. He owns & operates one of the leading social media marketing website. Through the website, businesses and service providers can instantly promote their products, share their latest deals and services, post their news and events, and make new connections with thousands of local customers. It also help owners, find new customers and jump start sales using the latest social media platform.

Business Requirement

Due to the rising usage of mobile phones, the client was very well aware that only having a website was not enough. He needed a mobile based solution in order to reach out maximum audience.

Rigel Delivery

To meet the client requirements, Rigel Networks had to first identify the optimum solution. The main requirements were – a cost effective solution, fast implementation time, on-going maintenance and support, and a high-quality user experience.

Rigel Networks developed them a highly scalable, flexible, compatible mobile application within 6 months on both iOS & Android platforms.

A Few Key Features

- ✓ Users can promote offers and specials
- ✓ They can post news and events
- ✓ One can share their products and services
- ✓ They can ask pertinent questions
- ✓ The app allows users to express business needs, to connect & get engaged with other members and to ask & give referrals

- ✓ User can also post YouTube and Vimeo videos

Technology

iOS

- ✓ Programming Language: Objective C
- ✓ Framework: iOS SDK 7.0
- ✓ Database: SQLite 3.0.
- ✓ Tools: Xcode 5.0

Android

- ✓ Programming Language: JAVA
- ✓ Framework: Android SDK
- ✓ Database: SQLite 3.0.
- ✓ Tools: Eclipse, SQLite browser

Customer Experience

After 3 months of the delivery, we came to know that their iOS certificate for notifications got expired. We immediately informed the client about the same.

He was thankful to us that even after the product delivery, we took care of their app and informed him about the issue. He recently ask us to make his current website mobile friendly, which he delayed previously due to cost & priority issues.

Results

The implementation of mobile solution was beneficial to client. They now have wider customer base. Within a short span of time, the number of people joining the network increased by 80%, that too from mobile channel.



