

An American Multinational firm leverages the Mobile App to Support Community Web Portal

The Customer:

The customer is an American multinational corporation that designs, manufactures, and sells networking equipment. The customer gives its users the ability to access content through Support Community and other web apps, and provide customer interactions in real-time.

The Challenges:

The customers' support community is an online arena where users post questions or merely perform search for latest product information. With more and more customers accessing mobile devices, the client wanted to focus on crafting a customer-friendly mobile experience. However, they faced challenges to:

- Provide a consistent, user-friendly and rich experience across multiple mobile platforms to its support communities globally.
- Maintain consistency across the various web and mobile apps, reduce fragmentation, and have the flexibility to deploy changes across multiple platforms rapidly.
- Govern mobile app portfolio from one central interface.
- Bring clear and efficient navigation to content.
- Improve search by inclusion of 'Advanced Search' that can target specific fields and provide a shorter list of focused results.
- Enhance user experience using native device capabilities like push notifications, voice recognition etc.
- Allow quicker time to market for new features.
- Provide clear and efficient navigation to content.
- Redesign the app to focus on user task instead of features using feedback from users as well as usability tests.

WinWire Solution:

With proven expertise in Mobile App Development for iOS and Android, WinWire developed the **Hybrid Mobile App** that served the purpose of exposing the Support Community web portal on the mobile devices in a well-defined and homogenous manner across multiple **iOS platforms and different form factors** including tablets. The solution featured uses the responsive web app entry points provided by the customer for enabling the user to perform actions on its Support Community Web Portal.

The solution empowered users to maximize interaction with features like **Push Notifications, Voice Recognition, Text to Speech Conversion, and Barcode Scanning**. Security of user data was maintained by consuming OAuth/SSO provided by its web services. The solution also featured development and integration of a Drupal website, which was used in conjunction with both client's web apps and mobile device apps.



The Benefits:

- Unified Gateway: Information is channeled through the mobile devices which makes dissemination of information better than ever before.
- Simplified, personalized, and convenient experience to customers and partners.
- Device friendly gesture and controls based experience across all mobile devices.
- Global and multi-lingual access
- Manage notifications settings for specific type of content

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