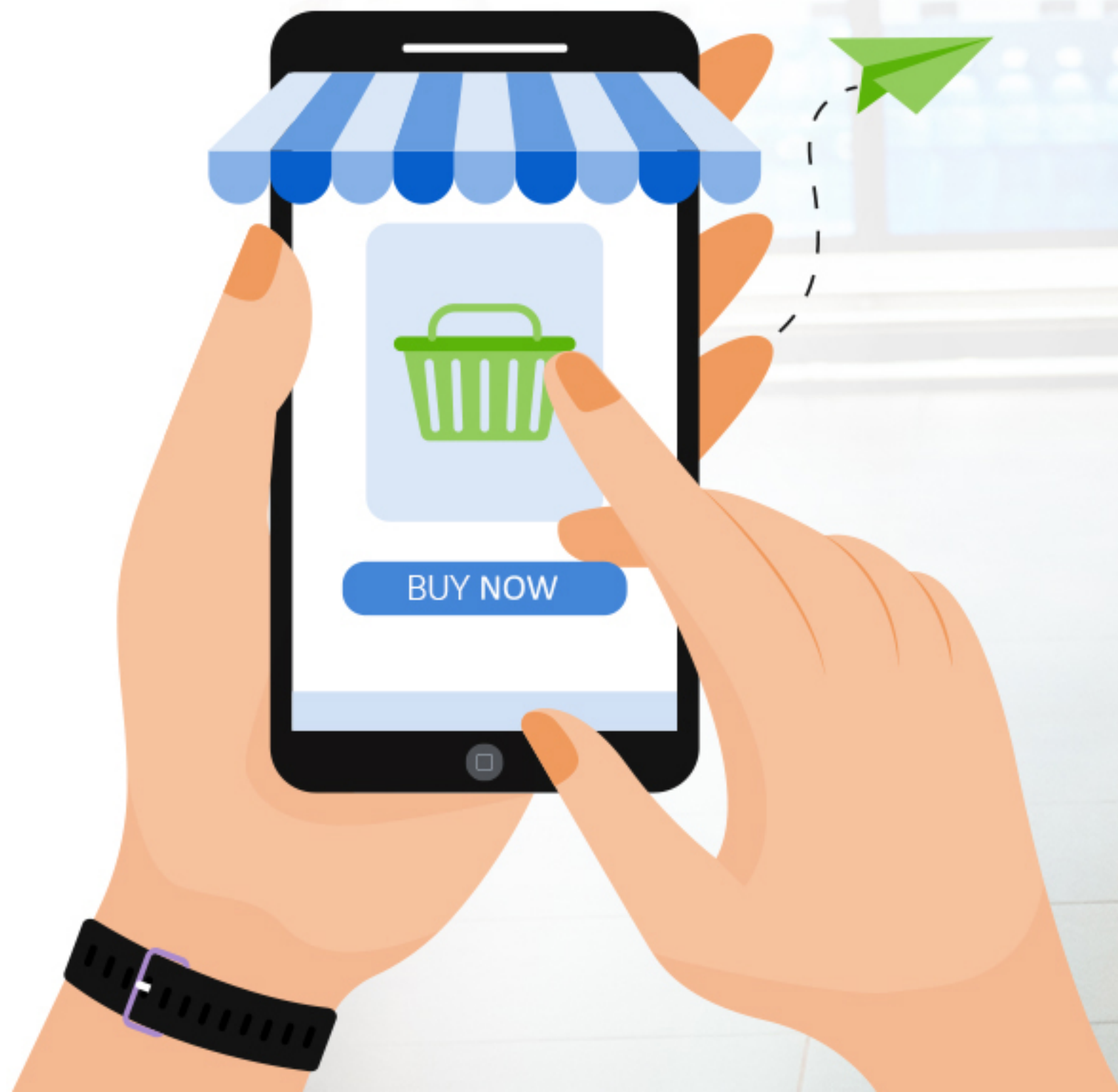# The Client

The Covid-19 pandemic has increased the focus on online grocery delivery. Our client wanted to seize this opportunity by offering to the customers an intuitive grocery delivery application. The grocery delivery app was meant to facilitate the delivery of groceries at customer's doorsteps through the seamless integration of delivery executives and grocery retailers.

The Challenge

The client contacted Pixel solutionz to create a flexible, agile and scalable application that would help give a boost to its doorstep grocery delivery capabilities. We were their preferred partner for our uncanny ability to offer exceptional applications to a wide range of businesses across the industry spectrum.

The client wanted us to deliver an intuitive cross-platform compatible application. The client also wanted the application to be scalable and deployed fast. The biggest challenge for us was the fast development cycle and requirement to maintain the uncluttered UI while offering varied information.

Solution

To start our journey we used the latest technology to offer an unprecedented UX- thus revolutionizing the customer journey. The framework we used was lightweight and cross-platform compatible- thus making it an ideal choice to address our requirements.

We automated each step of the development process using technology to reduce the time-to-market. We also integrated the Google Maps API to help customers track their orders and locate retailers. We integrated AI and data analytics to analyze the help our clients automatically analyze the needs of customers and offer them customized delivery.

We also integrated payment API into our applications to help customers pay for their orders through the app interface. We also used technology tools to improve the look and feel of the app interface and make it smooth and intuitive.

Our experts took cues from international best practices and client needs to offer a robust application that addressed client requirements and kept their customers delighted.

The Benefits

Our application helped the client stand apart from the competition and keep their customers delighted. There were several downloads and registrations from day one of the app's release. It offered a seamless interface through which the customers and retailers could interact with each other.

We revolutionized each stage of client interaction from order placement, to tracking, delivery and payment. We were also able to integrate data from all the customer touch points and helped the business to understand their customers better. This understanding helped serve the exact item required by the customer.

Thus, with a unique bouquet of features, our solution was able to give wings to the client's business and shape their vision.