

INDUSTRY

Customer Interaction Management

NEED

Akraya's task was to demonstrate the capabilities of the client's new mobile engagement platform, including call routing and orchestration, connecting mobile customers to "live" customer service and also to create a set of innovative and impactful solutions as iOS and Android native apps. The solutions had to be fully tested and the code documented for client software engineers to create custom mobile applications .

SOLUTION

The Akraya Mobility Team leveraged their deep expertise in visualizing, designing, building, and testing iOS and Android native apps. Four innovative and impactful solutions were created for the banking, Insurance, airlines, and software verticals.

The Akraya team utilized a combination of Objective C & Java, Sencha Touch, HTML 5, JSON, jQuery Mobile, PhoneGap, RESTful Web Services, and DeviceAnywhere for building and testing the hybrid apps.

The capability testing of the solutions ensured a consistent experience across the diverse set of mobile devices, networks, and platforms and that mobile users experienced the client's brand, product, or service the way they intended.

RESULT

The client's mobile engagement platform became the prime engine of future growth of the client's Customer Interaction Management software, worldwide.