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☆ ALTA QUALIDADE ☆

Organomix Improves Customer **Acquisition** and **Sales**

Product Overview

Organomix is a hybrid mobile commerce app that has helped the business to build an online supermarket of organic and natural foods reaching out to iOS and Android mobile users conveniently.

About Our Client

The Supermarket Organomix is involved in marketing fresh organic vegetables, fruits, dairy products, beverage, meat and fish, and other grocery items. The differentiating point about the brand is that it markets foods that are produced without the use of chemical fertilizers and pesticides.

Client Challenges

In the wake of the growing mobile commerce trend, the brand was in a dire need to digitize its marketing approach. However, the main challenge was to keep the trust of consumers intact and retain the brand credibility as a provider of fresh and healthy food. Hence, the supermarket giant wanted to have a mobile application that can showcase the products in their serene form.

Solution

Root Info Solutions provided mobile application development and integration services for both iOS and Android platforms. Take a look at the their compatibility aspects.

iOS Organomix App: Compatible with iOS 7.0 or later. Compatible with iPhone, iPad, and iPod touch.

Android Organomix App: Android 4.2 and up

Features and usability remain the same. After the selection of state you reside in, it lands you to a page where you find a drop-down menu on the right to select your categories from eggs and dairy, meat and fish, drinks for dispensing, for refrigerator, home, etc. Filter option is also there to let you make a better choice. Once you add products to the cart, it takes you to a registration page, where you are required to enter your email and delivery address. Then it asks for the payment.

Result

Organomix mobile application is widely popular across both Android and Apple consumer niches. Here are the positive aspects for the brand.

- Reaching the widest possible audience
- Instant, flexible, easily monitored marketing platform
- Tailored marketing with specific demographic information e.g. age, location, gender in hand
- Low operating, distribution and marketing cost
- Improved revenue with upselling and cross-selling based on analytics

Why it Interested Us?

Bringing the whole range of products available with the supermarket on a 4-6 inch screen was quite a challenging work. We required to be very particular about the gallery or display of content, as consumers are very selective when it comes to their health. A minor presentation flaw could result in rejection of a product or abandonment of the whole cart, so it was imperative for us to be on our toes and deliver the best customer experience. The gravity and nature of challenge inspired us to choose the right technology and blend its components smartly to let our client succeed in the sacred mission of improving the lives of people.

Strategy

Though we knew the ins and outs of the mobile application frameworks offered by all leading vendors to the likes of Apple and Google, we didn't make a haste. As we wanted to build an app that appeals users and can ease shopping allowing consumers spend more time to get what they need and less time to complete checkout.

We slipped into the customer-insights to know the behavior of consumers when they shop online. We also took stock of the under the current challenges. We collaborated with the client and took help of analytics offered by Flurry, comScore and other reliable sources. Eventually, we started with the iOS app development and Android app development processes to build apps for respective platforms. We included the native components of the SDK (Software Development Kit) to design the UI (User-Interface) component of the corresponding app to let users have familiar experience of their native platforms.

About Us

Root Info Solutions (RIS) is a globally acclaimed Information Technology consulting and outsourcing company based in the UK. We have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.