

## Avanti Furs: Not Just a Mobile **App** but a **Brand** Ambassador

### Product Overview

Avanti Furs is a hybrid mobile application developed by the PhoneGap App Development team of Root Info Solutions (RIS). It blends the native and universal components of mobile and web technologies homogeneously. Spearheading the brand's success on Android and iOS mobile platforms, it has become a household name for its fans and customers no matter where they are. The application is available on Google Play and iTunes and has received a thumping response.

### About Our Client

Avanti Furs is a 150-year-old company with business interest in the fur sector. It is based in Kastoria, Greece and has retail stores in Greece, Dubai, Cyprus, Romania and Serbia.

### Client Challenges

In the view of the shifting of retail business from brick-n-mortar stores to e-Commerce, particularly, mobile commerce, the business felt a dire need to reach out to its prospects and customers on their mobile devices. However, maintaining the brand's reputation and authority over a mobile app was a key challenge.

### Avanti Furs: Benefits

- Extended market reach
- Reduced marketing budget with geo-targeted advertising
- Improved customer acquisitions with push notifications
- Increased opportunities for unconventional engagement
- Gather customer-data to enhance future plan
- Improved revenue with upselling and cross-selling based on analytics

### Result

We succeeded in giving a digital face to the brand with Avanti Furs mobile application. The application allows users to explore the Avanti Store and information with just a tap.

#### Users can find:

##### Ready to wear garments

Complete collections for men and women, with top-quality skins providing excellent dress proposals.

##### Accessories

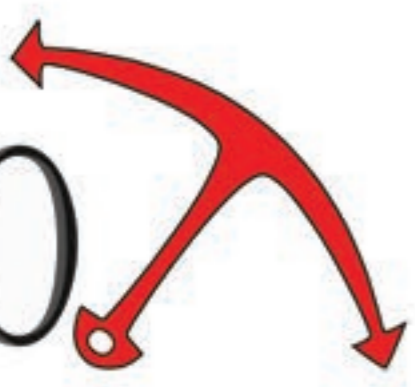
Boots, bags, waistcoats and many more fantastic fur accessories add a new perspective to the concept of style.

##### Interior Design Items

Blankets, cushions, carpets, hammocks and other unique items add a touch of elegance and class to truly exceptional interior spaces.

Recently we renovated Avanti Furs making it more visually appealing and purposeful. Users can benefit from the Store locator. They can share products on social media and view latest offers and discounts right from their social media apps. Authenticity page makes shopping and payment transaction more secure than ever.

Avanti Furs mobile app has received good response from mobile consumers on both app stores. On iTunes, it has bagged 4+ rating which is quite commendable. In Android mobile consumers, the app has got wider acceptance. Here, they rated it as 4.9.



## Why it Interested Us?

Working with a brand like Avanti Furs and building a customer-centric shopping app that can justify the brand's 150-year-old legacy carrying out the dedication and essence of craftsmanship and innovation of its people behind the scene to consumers on their favorite mobile devices was like plunging into the world of SDKs (Software Development Kits) to pick the best from the rest. Moreover, it brought us the opportunity to reveal the mystery of customer-insights and marketing trends.

## Strategy

Whether its iPhone app development or Android app development, we sit on a common ground when it came to customer-experience (CX) management, because we believed CX as the key element that could help our brand to outclass counterparts and make an impressive digital impression on shoppers. Take a stroll with the mobile app development strategies that we followed to build Avanti Furs shopping app.

## Knowing the business

We entered into an interactive discussion with the business in question to know the visions and missions of the brand, its products and services, delivery mechanism and customer-satisfaction and loyalty programs.

## Knowing the target audience

We closely observed the apprehensions, challenges, and expectations of the shoppers of Avanti Furs by sitting across the table along with the business heads and marketers. Connecting the dots, we concluded the shopper's behavior and pattern and, accordingly, we designed the user-interface of the product.

## Picking the right technology components

Aligning the technology with the interests of business and its customers was the next big challenge. And to make that happen effortlessly, we unearthed the SDKs (Software Development Kits) offered by Apple and Google to discover the right tools and features required during the mobile app development process.

## Develop feature-rich apps

Leveraging the tech resources, business- and customer-insights, we designed and developed the products keeping the right features and tools at the right place. We meticulously blended the native and universal web components to make sure that both works in tandem without any conflict.

## Test it thoroughly

The mobile app development was followed by a grueling software testing process. The application successfully passed functional testing, parametric testing, fault-tolerant testing, integration testing and regression testing.

## Make the app noticeable

After being satisfied, we published the software on noted mobile app stores, namely, Google Play and iTunes. We keep on reviewing the performance, stability, security and usability aspects of the software by taking cognizance of the customer's reviews available on the stores or with reliable third-party customer review portals.

## About Us

Root Info Solutions (RIS) is a globally recognized Information Technology consulting and software 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.

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