



HyTechPro
Transforming Businesses Digitally



See how this
Telecom Giant
Improved the user
engagement of its
customers by **using**
technology



About Our Client

Our client Bharti Airtel Limited is a leading global telecommunications company with operations in 16 countries across Asia and Africa. Headquartered in New Delhi, India, Bharti Airtel Limited ranks amongst the top 3 mobile service providers globally in terms of subscribers. In India, their offerings include 2G, 3G, and 4G wireless services, mobile commerce, fixed line services, high-speed home broadband, DTH, enterprise services including national & international long distance services to carriers. Whereas in the rest of the geographies, their offerings include 2G, 3G, 4G wireless services and mobile commerce.



Situation Analysis

Bharti Airtel Limited wanted an enterprise-grade business solution, which could help in improving the user's enterprise' connectivity, user-friendliness, and longevity.

For which, when they approached us, HyTechPro with its updated and hi-tech technologies that save time, money and resources, offered them a solution that fulfilled their requirement.

The Challenge

Working on Bharti Airtel Limited's behalf, we realized that **the following challenges were being faced by them:**

START



The colors & fonts to be utilized in the application were to be matching with the rich feel of Bharti Airtel Limited's brand.

User navigations were to be kept simple so that the user does not have to go deeper to fetch any feature.

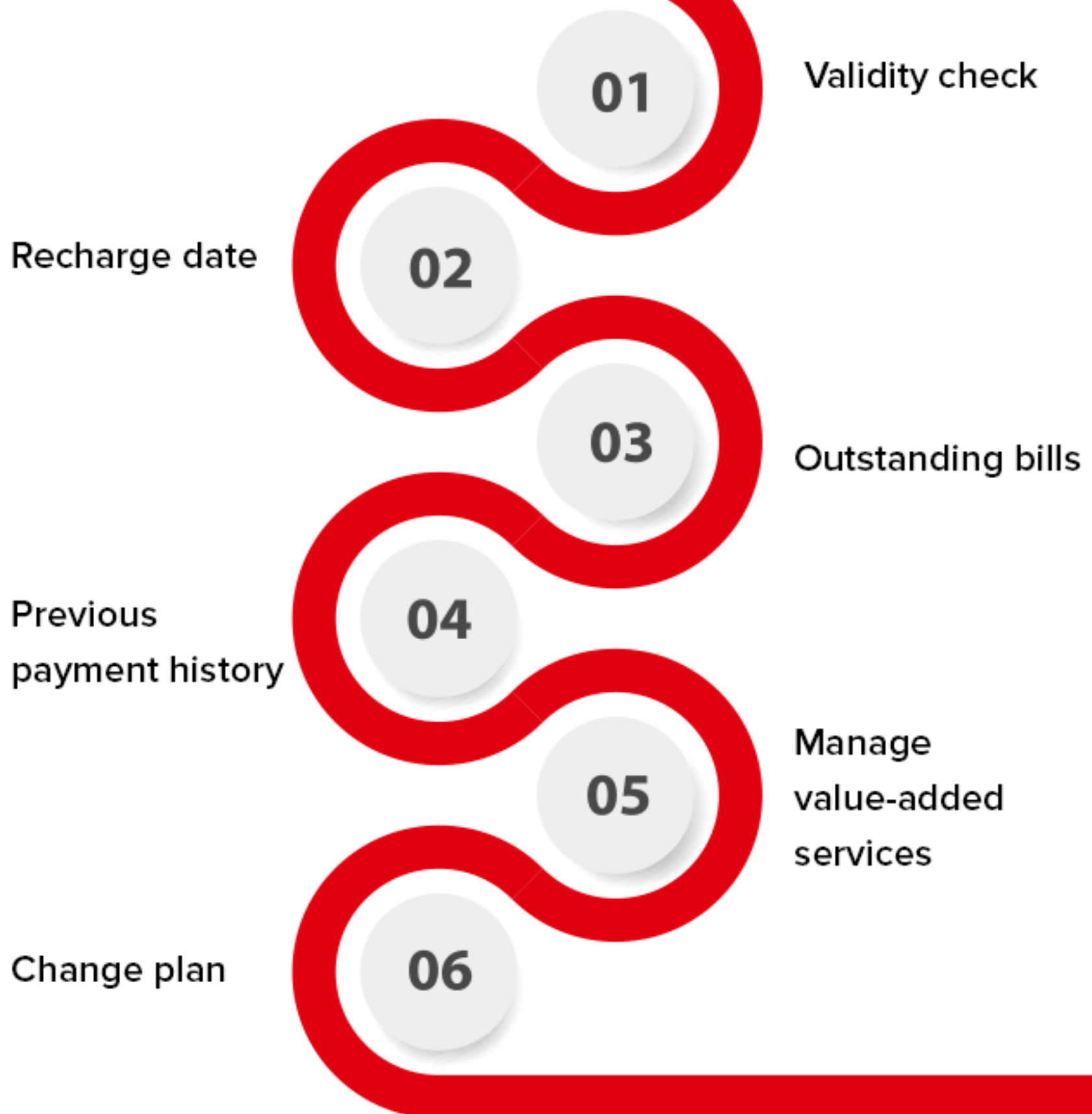
Readability had to be easy due to the usage of contrasting font colors against the background

Being a mobile application which has a limited view, efforts were to be put to keep the most common and important features within the screen end and reach of the thumbs.

END

The Requirement

Our client Bharti Airtel limited wanted a solution which could help the users to perform the following activities in just one click:



The Solution Offered

The solution we offered was an application built keeping in mind the need to use a technology that would give a common code base across Android, iPhone and other platforms as well as incorporating the advantage of technology for common code base merging with a technique for high performance.

The below mentioned Approaches and their rationales were utilized:

- 01 Hybrid**
This technology provides the ability to have a common code base.
- 02 Native**
This technology gives high performance and high availability.

HyTechPro's Approach

We used hybrid technology with support from Native Mobile API components via plugin feature. This made the solution achieve common codebase and high performance when required.

Analytics data to be used to study user behavior for further improvement.

In order to suit the requirement of Bharti Airtel Limited, we deployed **Hybrid Stack** using the following:

Technologies Deployed

PhoneGap
– Cordova

Sencha

API - Java
[Provided by IBM]

Native Plugins

The Result

This application gave users direct access to some of the key features right in their mobile phones itself avoiding the need to go to the physical Stores or spending time over lengthy calls with the customer care team. **These key features are given below:**

- Bill information
- Bill Payment Details.
- Plan Information.
- Bill details.
- Change Plan
- Current Plan information.
- Consolidate multiple numbers, DTH, and broadband services into a single application.
- Purchase / Recharge Data packs and Prepaid

This lead to a better & effortless user experience which eventually resulted in improved user engagement and thus rise in Bharti Airtel Limited's revenue.

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