Post Merger Success Story

# Vodafone Idea B2C Mobile App Development

January 2024

www.iprogrammer.com

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iProgrammer
YOUR TECHNOLOGY PARTNER

Passionate • Innovative • Technology Partner

A Quick Glimpse

# iProgrammer Solutions

January 2024

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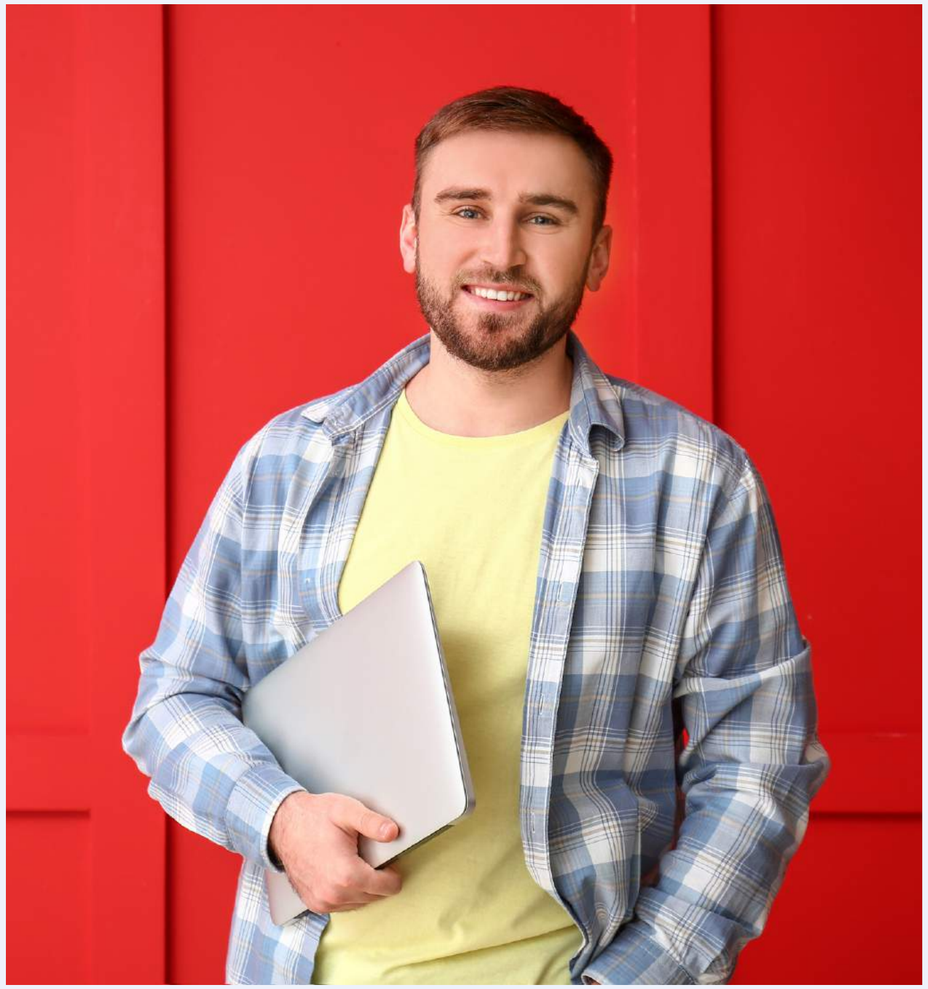

**15 years in the technology world feels like we've gone through more updates than any app! We're not just experienced, we're practically Vintage in the industry – think fine wine, but for IT expertise.**

## 15 years

In 2023, iProgrammer celebrated 15 years of shaping the IT landscape.

## 350+

We are 350+ tech experts with a strong background of various leading technologies.

## 1.1 Mn+

In 2023, we wrote more than 1.1 million lines of code.

## 100%

We've retained every client for the past 6 years, with their project needs consistently scaling alongside our partnership.

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A Quick Glimpse

# Vodafone Idea - Vi

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Vi™
Together
for Tomorrow™

**Vodafone Idea Limited is an Aditya Birla Group and Vodafone Group partnership. It is India's leading telecom serVice proVider. The company proVides PAN India Voice and Data serVices across 2G, 3G, 4G and 5G platforms.**

## 24%

**Vi holds 24% market share** in India, standing **3rd** in the Indian telecom market.

## 41%

Vi subscriber data consumption grew by **41% YOY.**

## 70%

Vi significantly **expanded its voice and data serVices** in rural areas, reaching over 70% of rural India.

## 40 MN+

Vi's **daily** active users and app downloads are more than **40 Million.**

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Case Study Details

# MyVi B2C Mobile Application

January 2024

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# The Problem Statement

## Loss of Market Share

Following the merger, Vi faced stiff competition from JIO and Airtel, leading to a decline in market share. They wanted to differentiate themselves and regain the lost ground.

## Unite and Engage

To develop a **seamless digital experience** that will not only unite the **two existing customer brand segments** but also keep up with user engagement, **hundred percent.**

## Seamless Functions

Users to avail serVices around activation, plans and purchase with **ease and simplification**. A quick and easy customer onboarding along with Order-a-New-SIM or recharge on the go. Focus was also to build a parallel **entertainment and serVice segment** like listening to trending songs, set caller tunes, watch the latest moVies and live TV shows, play games, and even prepare or apply for jobs.

## Use Case # 1: Customer Centricity

# My Vi B2C App

Developing a captivating B2C telecom mobile app requires thorough understanding of user personas and digital engagement metrics. iProgrammer conducted extensive research on the business landscape and market insights prior to coding.

### Intuitive and User-friendly Interface:

The app should be easy to naVigate, understand, and use, even for non-tech-savvy users.

### Seamless Onboarding:

Make the activation process smooth and effortless, reducing friction and increasing user engagement.

### Multi-lingual support and 24/7 customer support:

Cater to an easy-to-find functionality to diverse audiences by developing the app in multiple languages. Develop readily available assistance functionality (third party integration) through in-app chat, FAQs, and call center access.

## Use Case # 2: SerVice Offerings

# My Vi B2C App

**Today, Vi** App is the ultimate one-stop-shop for all new and existing Vi (Vodafone Idea) connections, serVing as a B2C application. It allows users to recharge on the go, pay bills, order a new SIM, listen to trending songs, set caller tunes, watch the latest moVies and live TV shows, play games, and even prepare or apply for jobs.

### Activation:

Enable users to activate new SIM cards or lines directly within the app, eliminating the need for physical stores or website Visits.

### Plan selection and purchase:

Prepare a comprehensive UI/UX of available plans, with clear explanations of features, benefits, and costs. Make plan purchase a simple and secure in-app transaction.

### Top-up and bill payments:

Allow users to conveniently top-up their prepaid plans or pay postpaid bills directly through the app, using various payment methods like credit cards, mobile wallets, and online banking.

# Use Case # 3: Technology Considerations

# My Vi B2C App

## Secure infrastructure:

Utilize robust security measures to protect user data and ensure safe transactions.

## Offline functionality:

Enable key features to work even without an internet connection for enhanced user convenience.

## Push notifications, Data analytics, and A/B testing:

Leverage push notifications for timely updates, reminders, and promotional offers. Track user behaVior and app usage to gain insights and personalize the experience further and continuously test different features and UI elements to optimize the app for maximum user satisfaction.

# Tech Stack

**GitHub**
for code versioning and storage

**Mongo DB**
to store error logs

**Parse**
to capture & communicate logs

**PHP Laravel**
to build CMS frontend

**Python**
for base programing for alerts

**Node.js**
to create APIs for CMS

**SQLite DB**
to encrypt and store data at app's end

**React Native**
to create the application

**YAML**
to rule in config files

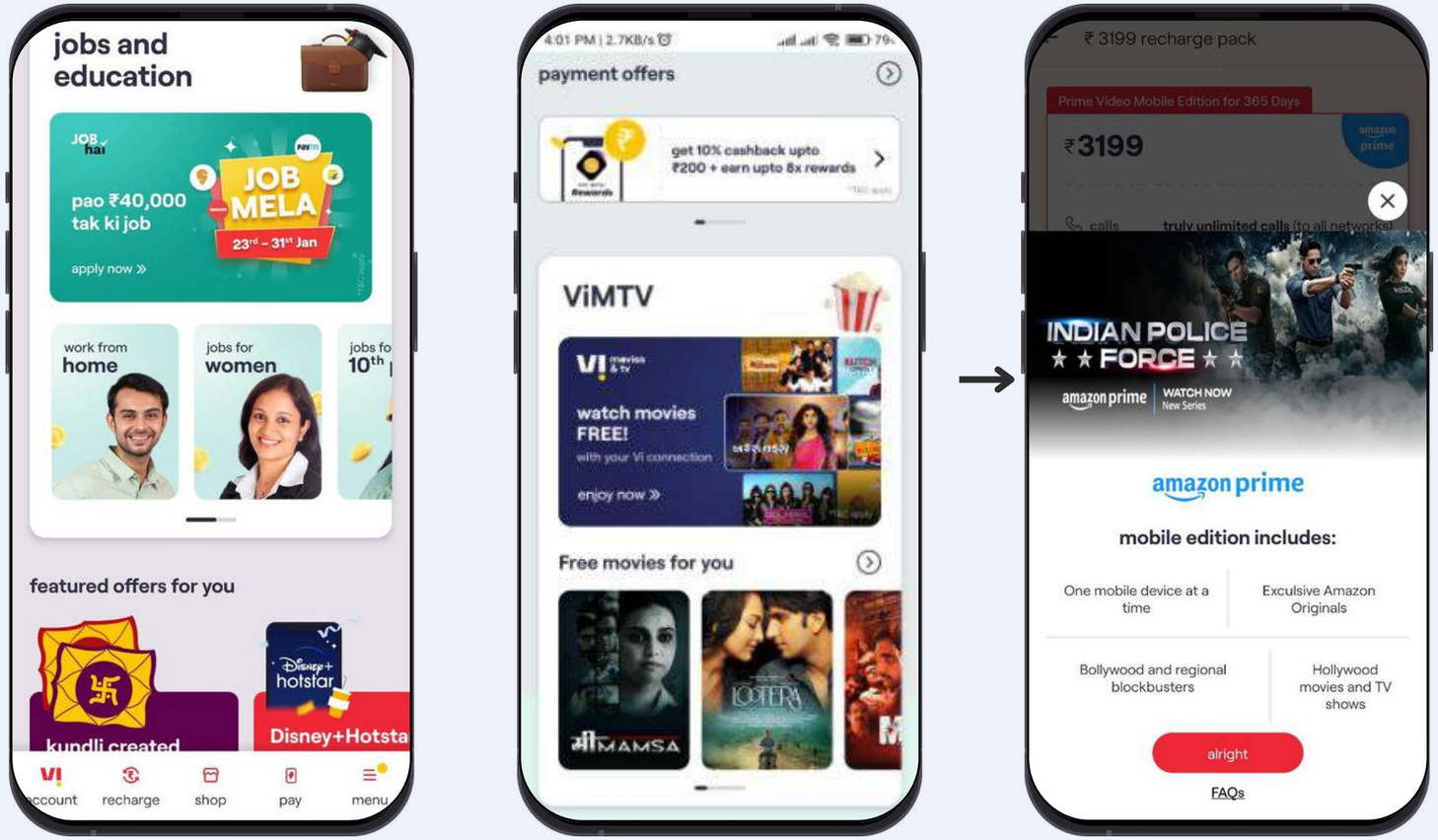
# MyVi App Screenshots

**Android Downloads**
35.7mn+

**Android App Rating**
4.3 out of 5

**iOS Downloads**
8 Mn+

**iOS App Rating**
4.4 out of 5



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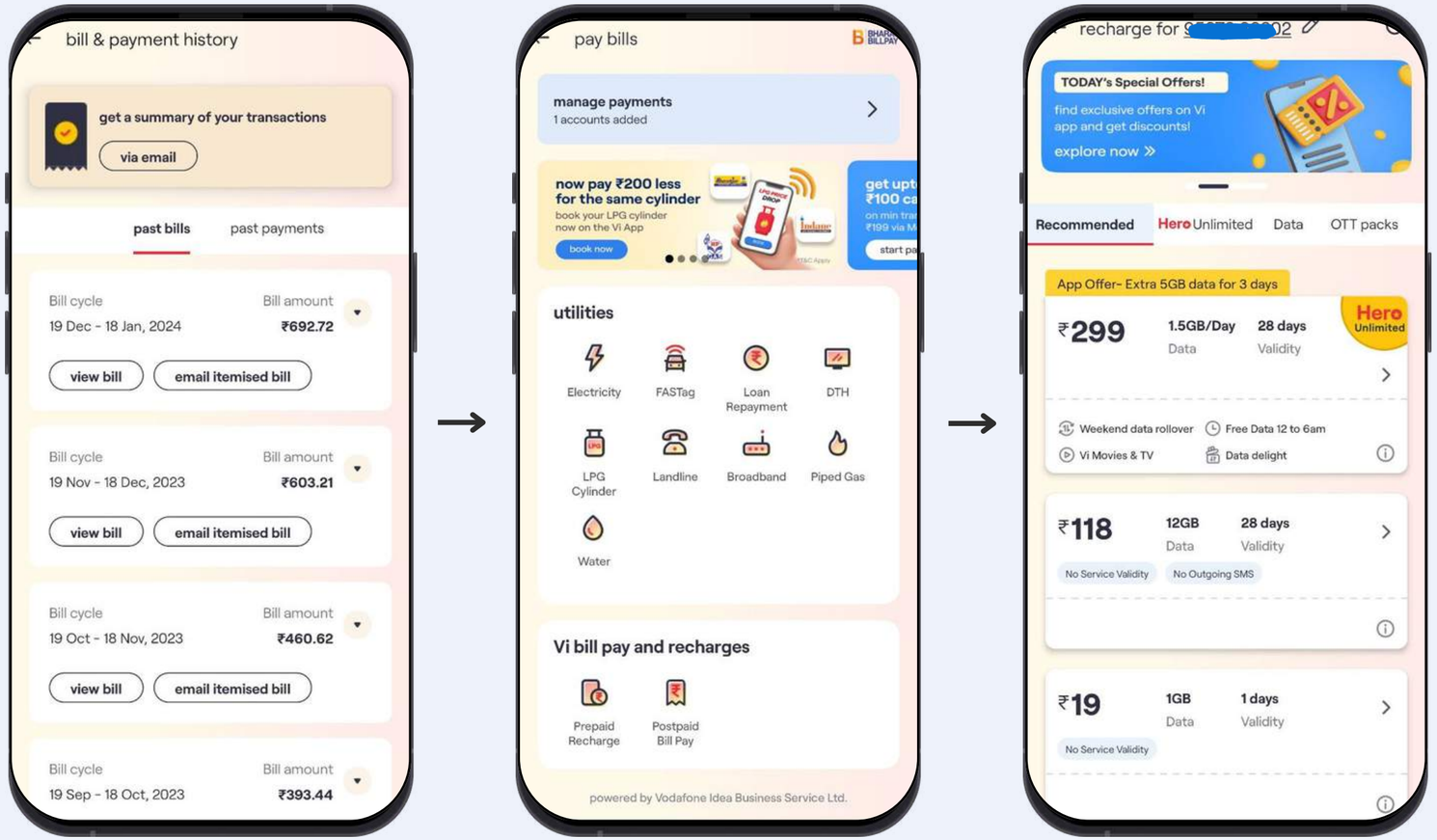

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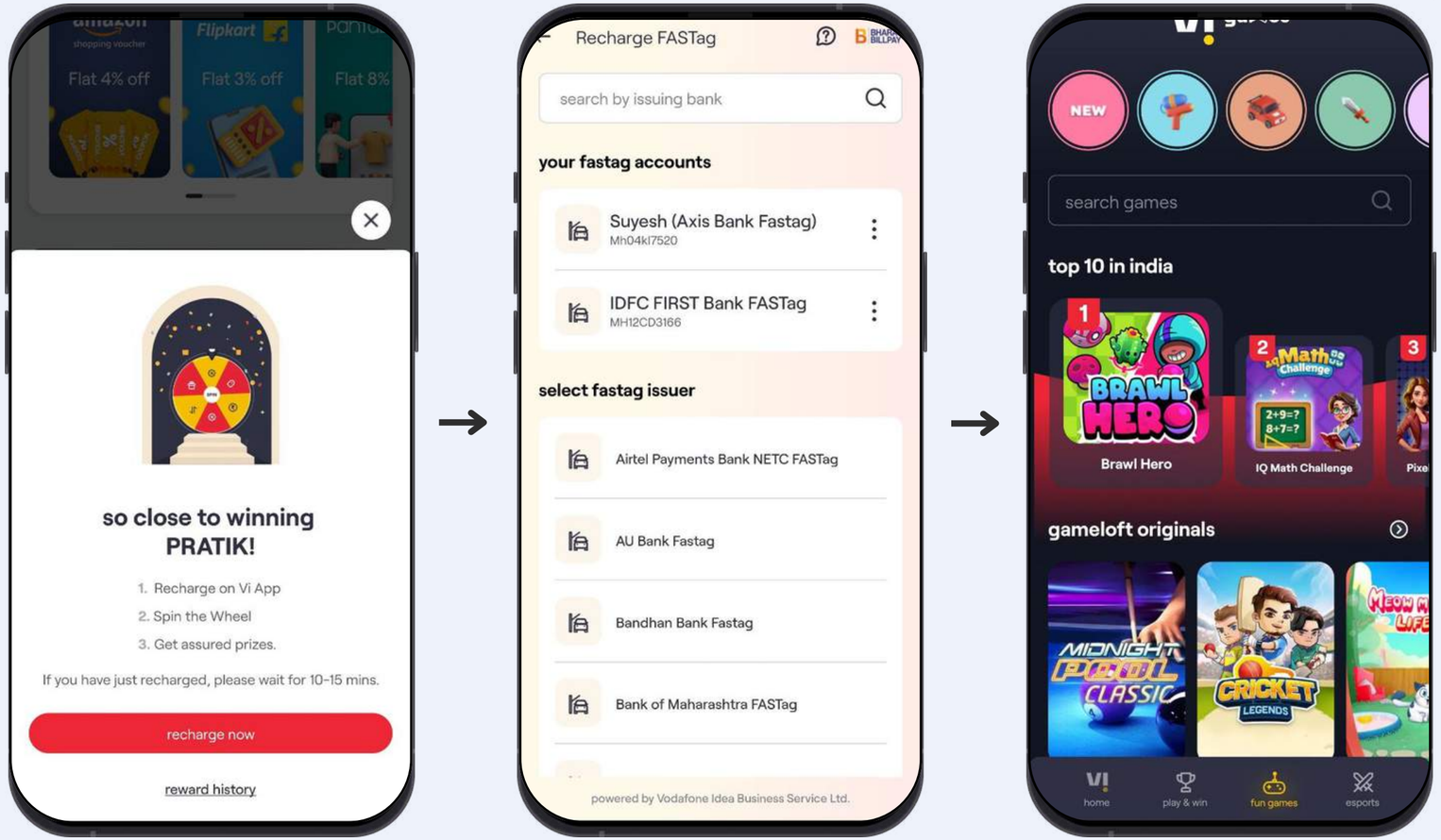


# Project Output

# Benefits

### Active Users
40 million plus daily active users

### Uptime
99.6% uptime and minimal crash rate of 0.4%

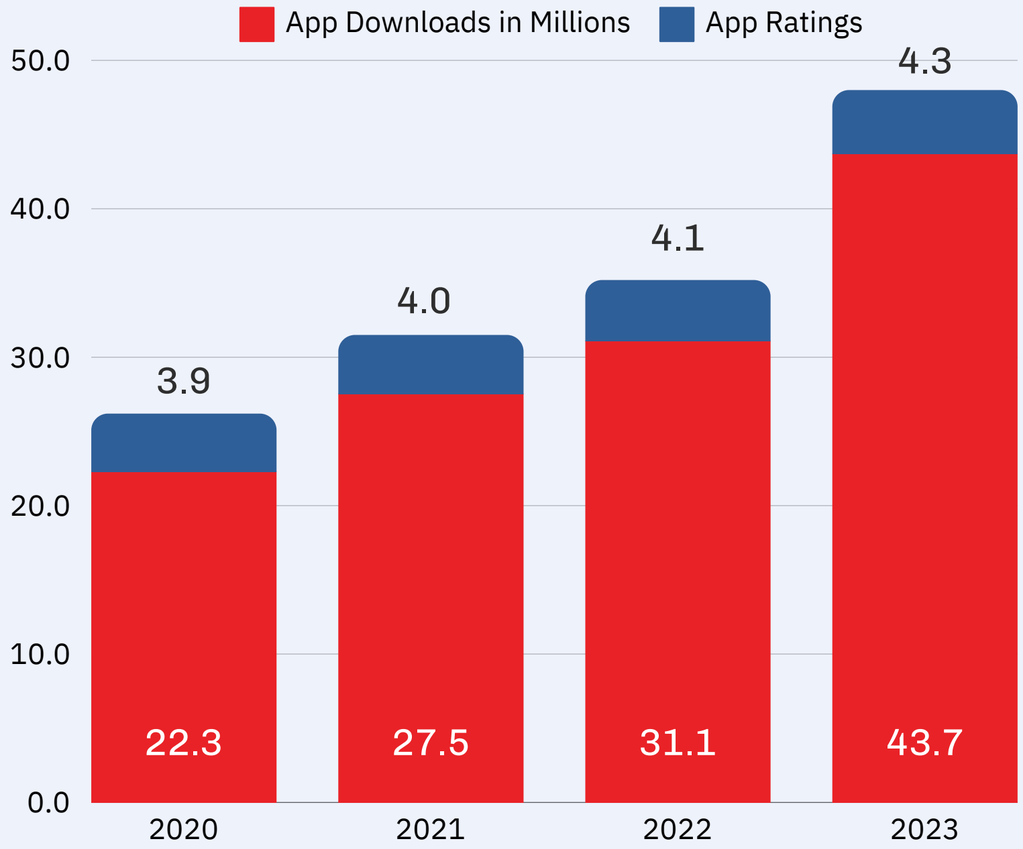
### Downloads
100 million plus downloads

### 1st version deployment
In 4 months

### App Rating
4.3 rating out of 5, overall

### Total engagement
9 years of continous app upgradation and support with new feature launch.

# Year on Year Downloads and Overall App Ratings + Customer ReViews




Atish Parab

★★★★★ 13/12/23

Very well designed, UI is really very simple to use and overall awesome user experience (I cant get bored) while using this application...All digits and information font size large bold and b...

124 people found this helpful

Was this review helpful? Yes No

Sesuzo Rhakho

★★★★★ 30/11/23

Really great app It's user friendly plus comes with many benefits like monthly free data and opportunity to find jobs. Not only that we can even play games and earn data and watch latest movies in the app which are yet to be released.

2 people found this helpful

Was this review helpful? Yes No

Avishek Paul

★★★★★ 08/12/23

Clean & Handy app, just the thing needed. The most important I am getting a better connectivity as compared to other operators. Yeah that's true, I'm impressed by the data services while I mostly travel, and that's means a lot of thing...

28 people found this helpful

Was this review helpful? Yes No

Sudesh Chandanshive

★★★★★ 10/01/24

It's an user friendly App. Anybody can operate it. We got facilities to hear music, see news and movies etc.

Was this review helpful? Yes No

Abhisek Bhattacharya

★★★★★ 03/01/24

The Android Vi app has made a lot of improvement over time. Previously it used to take ages to load, now it has become as buttery smooth as the iOS app! The network improvement is also noteworthy. And being in Pune, I am also enjoying superfast Vi 5G. Keep winning more hearts Vi!

12 people found this helpful

Was this review helpful? Yes No

# How did we do?

# Our Approach

## Discovery & Research

We **analyzed, evaluated & engaged** with the Vi team to understand the business model, and its requirements better.

## Plan & Strategize

We used **insights, inspirations** and information to set up a **project development path** in sync with Vi's budget and time constraints.

## Brainstorming & Design

**Live details** & **updates** were pondered over to craft an experience **worth cherishing** from its **wireframes** to the working prototypes.

## Development & Test

This is where we applied our t**echnical wizardry** which helped us **create quality** and well tested **B2C app** that Vi's customers loved going through.

## Launch & Maintenance

Our launch day brought exciting **user acquisition, initial buzz and critical feedback**. Bug fixes, feature updates, and user-centric improvements played just as crucial a role as that initial splash.

# Project Status

as of January 2024

# A relationship built on
# Trust, Passion and Commitment

**The rollout of new features includes Postpaid CYB, Prepaid OTT Packs, Digital Store, and a complete payment journey integration with respect to OPP and Utilities. The feedback has been consistently positive, with users appreciating the benefits of custom packs and plans beyond telecommunication goods. We are actively addressing any reported issues and aim to make the features available to all users, ensuring 100% platform availability.**

## 9 yrs

We **still remain** Vodafone Idea's technology partner for all app related new updates, features, and support.

## 75+ Engineers

iProgrammer currently has a dedicated team of **75+ engineers** (Development + Support).

## 4.3 rating

MyVi has overall **4.3 rating** on a scale of 5 on various app stores.

## 4+ MN DAUs

As of January 2023, My Vi app has 4 million plus **daily active users.**

# What Vodafone Idea

# said about us

★ ★ ★ ★ ★

*We were impressed with their company values, ethics, dedication to achieving success, and on-time delivery.*

| | |
|---|---|
| **Quality** | ★★★★★ |
| **Schedule** | ★★★★★ |
| **Cost** | ★★★★★ |
| **Willing to refer** | ★★★★★ |

**Saubhik Haldar**
AGM-Vi App Partnerships

Click here to read the full reView on Clutch

# We are trusted by

# Our Customers

## 55+ CUSTOMERS LOVE OUR SERVICES .....

crocs™ | TATA COMMUNICATIONS | Schindler | BAJAJ FINSERV

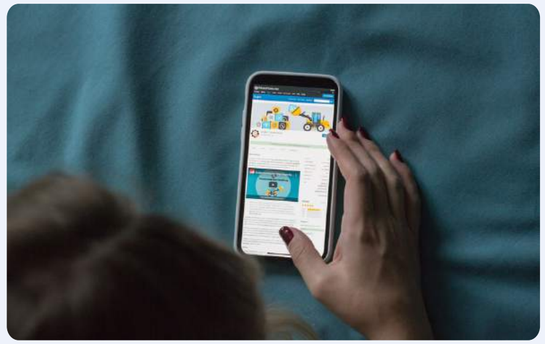
YES BANK | ADITYA BIRLA GROUP | Vi | VLCC | Hero | fincare Small Finance Bank | utec by UltraTech | praj

Aditya Birla Payments Bank | lentra | CarDekho Badhte India Ka Bharosa | INTERVENT Better Health for Life™ | NOWFLOATS™ | doxy.me | Alliance Française Bombay

PROOFPILOT | SBFC | UPL OpenAg™ | VIVIANA MALL CELEBRATE EVERYDAY | spolto | DMI FINANCE | THE PAVILLION | boomer acquire · delight · engage

# What do we offer?

# Our Services



## Product Engineering

- UI/UX Design & Development
- Web Application Development
- Mobile App Development
- Backend/Middleware Development
- Frontend Development
- QA / Test Engineering
- Legacy System Modernization
- SaaS Development
- Maintenance and Support

## Data

- Analytics
- Science
- Visualization
- Security
- Infrastructure
- OCR Implementation

## Cloud & DevOps

- Cloud Consulting
- DevOps Consulting
- DevSecOps Consulting
- CI/CD & Infrastructure Automation
- Kubernetes Adoption

## Startup Consulting

- Product/MVP Development
- Statutory Compliance Consulting
- Technology Consulting
- Application Development
- UI/UX Design and Business Branding
- Customer Experience Strategy

4.8 ★★★★★
Based on Clutch reviews

glassdoor
4.2 ★★★★☆

# Get to know us

Tailored solutions for your business growth. Discover how we can help you thrive in a digital landscape.


**Email**
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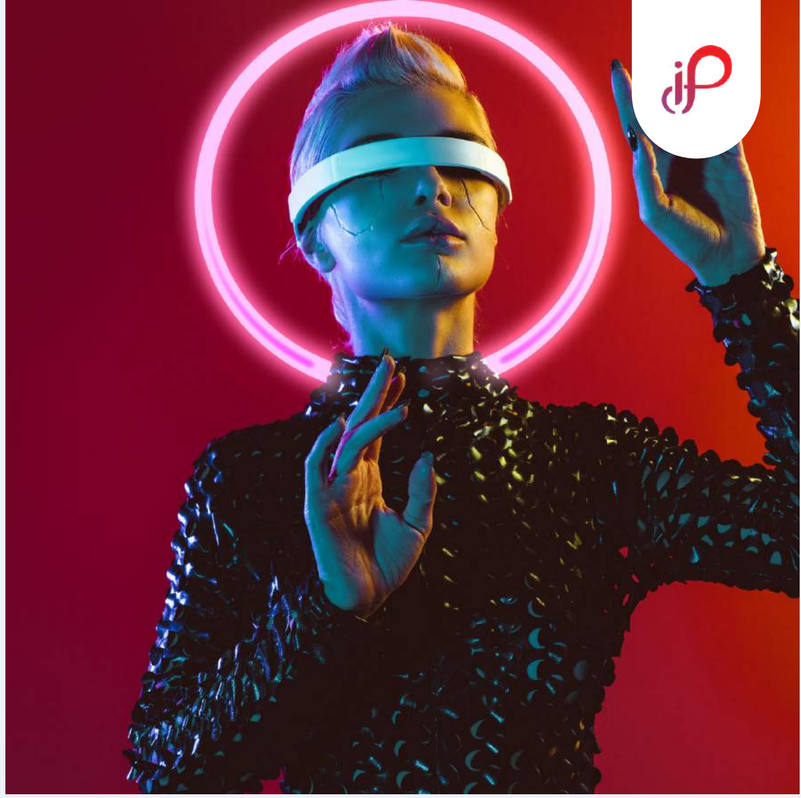
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