Enhancing food technology with AI

Client

A major food delivery services provider in Europe with multiple locations and offering gourmet food and kitchen supplies and other food products.

Challenges

- Client's existing application was lacking performance, and the application build wasn't meeting the standards.
- The lack availability for automated order placement and payment fulfillment was hindering sales and order's growth.
- Application was also having security issues with external dependencies and the stability was low with app crashes frequently.
- Sales operations were required to contact vendors and customers to update the order status manually.
- Client was looking for a modernized application that can provide a smooth user experience.

Solution

- Identification of performance bottlenecks and refactoring of code by minimization of external dependencies, testing and validation.
- Implemented store dashboard which helps store managers in sales and revenue tracking and also with customer insights and tracking customer behavior and preferences.
- Paypal integration for payments.
- Order tracking and status updates for the customers.

Technologies & Platforms

FRONTEND

BACKEND

CLOUD SERVICES

TOOLS

Outcome

- Improved user experience, better branding and messaging which helped the client differentiate from competitors and establish credibility and trust with end users.
- 2X improvement in sales.
- Vendors and Customers gets automated emails on the status of the order.