



How MásRefund radically simplified their mobile app onboarding with Rownd

CASE STUDY



“Rownd radically simplified our onboarding process to the point where we just need to get traffic to our website and the rest takes care of itself.”

Simon Karmarkar
CEO, Refundwiz and MásRefund

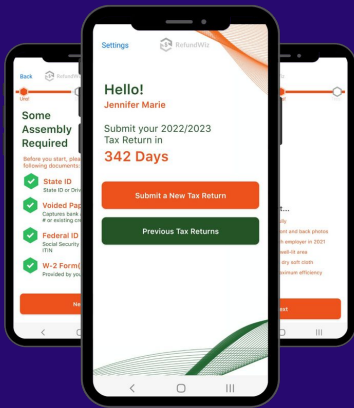


“It was an utter delight to work with the Rownd team. Their SDKs were simple to implement and their professional services helped us ship early”

Sam Cho
Technical Advisor to Refundwiz

MásRefund

MásRefund is a fintech app that helps underserved communities quickly file their federal and state taxes and get their refund as fast as possible.



HIGHLIGHTS

Challenges

- Had to ship new version of the app in under one month
- Needed Google Auth and migrate from home-grown auth solution
- Built apps in native iOS and Android
- Had to help users get from website to app seamlessly

Overview

MásRefund makes filing taxes as easy as 1,2,3, but finding and login into their app was another story

As the CEO and founder of Más Refund, a mobile tax app, Simon Karmakar was on a mission to get his app polished and ready for the busy tax season.

With hundreds of other tax apps on the app store, Simon knew he had to find a way to stand out and make it easy for users to find and sign up for Más Refund.

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"We had a problem!" said Simon. "Users who found our website on their laptop would have to search for us in the app store, and that friction was causing a lot of drop-off in our funnel.

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Solution

- Rownd Deep Links
- Rownd Android, iOS, Node.js, and Javascript SDK
- Integrated in Wordpress
- Rownd is used in Lambda functions on the backend
- Used Rownd professional services to accelerate

Results

- Launched with over 30 days to spare
- All users moved over.
- Reduced the number of coded screens by 20
- Reduced onboarding time from 4 minutes to under 20 seconds.

“

We had a problem!

Simon Karmarkar

In addition to this, Simon noticed that the sign-up process for Más Refund was somewhat cumbersome.

"Users had to download the app, verify their email, and then come up with a strong password that met all of the safe password rules," he explained.

"It was a lot to ask, and we were losing some users as a result."

Simon had hoped to add Login with Google and Apple as options, but his development team didn't have time to implement them prior to the app's launch.

In addition, their current mobile app had over 20 screens to manage user onboarding, all of which was becoming more and more complex as their tax software was being implemented. "We had to create login, signup, password reset, password rules, email validation, phone validation, profile screens, and so many more," Simon said. "Our tech teams were spending more times coding screens than the actual product."

As the tax season approached, Simon found himself facing a race against the clock to solve these problems and get Más Refund ready for its big launch.

Fortunately, he was able to find the solution he needed in Rownd.

Solution

Rownd Mobile Authentication

When it came time to implement a new authentication solution for Más Refund, Simon and his team turned to Rownd's Authentication Platform and professional services to help them onboard. With Más Refund's apps built in native Android (Kotlin) and iOS (Swift), and their backend using Node, Rownd's SDKs made it easy to integrate the new system across all platforms.

"Rownd's mobile SDKs are a fantastic tool for any developer looking to integrate a seamless authentication experience," said Sam Cho, a technical advisor for MásRefund. "Their visual elements, like modals and sheets, make the process easy and intuitive. Plus, the fact that their SDK was able to replace over 20 separate pages in the Más Refund app is a testament to its efficiency and power. I wish we started with Rownd on day one."

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- Sam Cho

Simplifying downloading the app

The next-generation tax filing app

With MásRefund filing taxes is as easy as Uno-Dos-Tres.

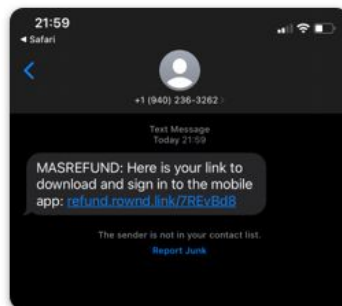
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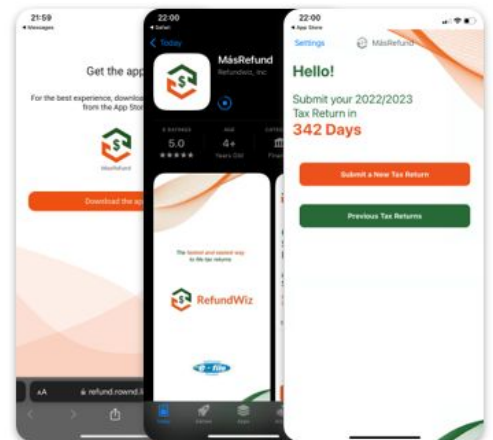
Sign up and get app download link via SMS

RefundWiz, Inc. may send you periodic SMS product updates. We do not sell your data. You may opt out at any time.

Installed Rownd into masrefund.com



Rownd generates a text with a Rownd deep login-link



The user is directed to the app and automatically logged in!

To make it even simpler for users to sign up for Más Refund, the team also utilized Rownd's Mobile Login Links, which allow users to enter their phone number on a laptop, receive a login and download link, get the app, and automatically be logged in. This proved to be a convenient and efficient way to onboard new users.

The ability to use authentication to span websites and mobile experiences helps MásRefund onboard customers faster and more efficiently.

Sam also had positive things to say about Rownd's team, who worked closely with the Más Refund team throughout the implementation process.

"Rownd's team was a pleasure to work with," he said. "They were proactive, responsive, and always there to support us. Thanks to their help, we were able to get everything up and running weeks ahead of schedule, which was a huge success for us."



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Results

The results of implementing Rownd for Más Refund have been nothing short of impressive. Thanks to Rownd's intuitive platform and expert team, Más Refund was able to go live 30 days early, a feat that would have been nearly impossible without Rownd's help.

"I can't believe how much Rownd was able to streamline our process," said Simon. "Not only were we able to go live early, but a quarter of our app screens were replaced by Rownd, which saved us an incredible amount of time and effort. Plus, setting up Login with Apple and Google took just 10 minutes with Rownd, instead of the four to six weeks it would have taken us to do it on our own."

If you want to see the results of Rownd's implementation for yourself, you can check out the Más Refund app at <https://www.Másrefund.com> and file your taxes in just five minutes. And if you're interested in learning more about how Rownd can help your business, be sure to email robert@rownd.io to request a demo or visit [Rownd.com](https://rownd.com).



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Add frictionless and dynamic
sign-up and progressive profiles to
your products today

