

50% Surge in Bookings with a Mobile Responsive Website for a Locksmith Company

Client Background

This California-based startup offers a wide range of locksmith services, including emergency lockout assistance, lock repair and replacement, key duplication, smart lock installations, and more. Their team of highly skilled and certified locksmiths is committed to providing prompt and reliable services to both residential and commercial customers.

Business Situation

This locksmith startup recognized a market gap due to a shift in market dynamics and evolving customer expectations. They now expect convenience, quick response times, and excellent customer service. Traditional locksmiths face challenges in meeting these expectations.

Business Impact

- Limited exposure to a broader customer base who rely on online search and recommendations
- Delay in handling multiple users' request
- Difficulty in manually managing and tracking the technician journey post-service booking

Solution

The locksmith startup aims to fill this market gap by establishing a digital platform for locksmith services.

Acting upon this, the client got in touch with Softude- a leading software development company- for website development to connect those in need of locksmith services with highly qualified and certified technicians.

Our Approach

Softude's team of skilled developers focused on creating an appealing and user-friendly website that effectively showcased their services, encouraged customer engagement, and built trust and credibility.

Website Designing

Starting with a website layout, our team developed a visually appealing, intuitive-to-navigate, and mobile-responsive website across various devices. They focused on clear and concise navigation menus, ensuring visitors could easily find the information they were looking for. The design incorporated their brand colors, logo, and images that conveyed a sense of trust and professionalism.

Development

The front-end of the website is designed using Typescript, an open-source programming language, and Next.js which is an open-source web development framework. For a flawless back-end, we preferred the best combination of Python language and Django framework. Docker, MySQL, and Stripe were the other technologies that we have used.

Key Features

To enhance user experience and drive customer engagement, we developed the following key features.

- User-friendly contact forms to book or schedule services
- On-demand request call for emergency services
- Quick search option to find technicians
- Status tracking feature to track the hired technicians
- Dispatcher dashboard to manage user requests and assign technicians manually or automatically
- Online registration of technicians
- Verification feature to confirm the identity of technicians
- Built-in chat feature for quick communication between dispatcher and customers
- A reliable payment infrastructure for smooth and secure payment processing

Solution Impact

- 50% rise in bookings of locksmith services
- 30-60 minutes of customer response time as opposed to 2-3 hours
- 100% customer satisfaction with 24x7 availability of technicians

- Quick verification of registered technicians
- Easy management of technicians
- Higher customer engagement with a mobile-responsive website
- Increase in customer trust with transparency in payment

About Us

Incorporated in 2005, Softude is a global IT consulting and services company with expertise in architecting digital transformation solutions and providing software product engineering services. We are dedicated to creating innovative and interactive digital experiences that connect people to the brand. These software solutions that are used across 32+ countries are engaging audiences in-venue, on the web, and personal mobile devices. Our highly competent and trusted team delivers digital brilliance that accelerates our client's digital-first journey.

Softude is a CMMI Level 5 appraised, ISO 27001:2013, ISO 9000:2015, and a Great Place to Work For certified company.

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