Softude

RIDE SHARING

YOUR PICKUP LOCATION

REQUEST A RIDE

40% User Retention and 7000+ Downloads by Relaunching Kapsie App

Summarizing Situation

Our client has a mobile application named Kapsie, that helps users to get the best and professional transportation services in the US. Through this application, users can search for the best vendors and drivers near them as per their preferences. As a result, the application saves a lot of valuable time and effort in identifying the ideal transportation option.

Furthermore, understanding every user's unique needs, the app offers personalized riding experiences at the best prices that fit their budget.

Challenges

• Limited to Android users
• Poor user experience led to higher uninstalls
• Compliance issues regarding payments, unfair pricing, transparency,
• Lack of information on drivers and booking conditions
• Lengthy sign-up process
• No option for scheduling rides in advance

Solution

The client approached Softude to rebuild their mobile application for both iOS and Android users powered by AI to suggest vendors or drivers based on user preferences and profiles.

Key Features

• AI-based searching of vendors and drivers
• Easy registration through social channels
• Price comparison
• Prefer and/or refer vendors and drivers in the app and also among social circle
• Navigation options such as Google Maps, Kapsie, and Waze for both drivers and passengers
• User and access management for the customer support, vendors, and the drivers
• Multiple payment options for smooth payment
• Personalized experience with features to book infant seats, greet upon arrival, etc.

Solution Impact

Relaunching the Kapsie app resulted into:

- 50000+ app users
- 7000+ downloads within 15 days
- 40% surge in user retention
- 60% increased revenue
- Higher customer satisfaction with personalization

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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