



Charter Global

CASE STUDY - Charter Global improves user experience and leads with new real estate app.

The Challenge

RentPath, a leading digital marketing solutions company, that empowers millions nationwide to find apartments and houses for rent, wanted to create a custom app that not only increased user engagement but also increased lead conversions, and was a 99.5% crash-free application.

The Solution

Charter Global created an app with robust features that not only met the user's needs but grew their clientele. The app was developed for both Android and iOS and is scalable and adaptable to allow for high volume of use.

Benefits

- Enhanced the user experience with a new UI and UX which led to an increase in user engagement.
- Doubled the average user sessions in two years.
- Increased the lead conversion rate from 8% to 18% in two years.
- Reduced the size of the application.

- Improved application performance.
- Incorporated analytics.
- Increased application start time.
- Monitored all the production cached and handled all the loop holes in the application to achieve the targeted percent of crash-free sessions.

Technology Stack

- Android SDK
- Shell Script
- Carthage
- Story board
- XML
- Java
- Swift
- Objective C
- Gradle

Tools Used

- Firebase
- Android vitals
- Postman
- Confluence
- Appsflyer
- Charles
- Jira
- Bitrise

Why Charter Global

Our experience includes:

- The ability to build an end-to-end scalable solution from scratch as well as enhance current apps.
- Increasing non-organic leads.
- Cost effective and efficient app development that will increase speed to market.
- Helping with maintenance & support.
- Agile methodology that utilizes the latest technologies, so that we're able to avoid issues and adapt to client needs.
- Experienced developers that understand business' needs.
- Over 25 years of industry experience with Fortune 1000 companies.
- Multiple offices in the US and development centers in India.
- Offshore shift teams are available so that there is no gap in coverage.

About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, ecommerce, SAP, and Oracle JD Edwards platform.