**Charter Global**

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

## The Challenge

A prominent provider of digital marketing solutions, dedicated to facilitating the search for apartments and houses for rent across the nation, sought to develop a tailored mobile application. The primary objectives were to enhance user engagement, boost lead conversion rates, and ensure a remarkable 99.5% crash-free performance for the 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
- Java
- Shell Script
- Swift
- Carthage
- Objective C
- Story board
- Gradle
- XML

## Tools Used

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

## Why Charter Global

- Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
- Developed a portfolio of over 100 successful project implementations.
- Nearly 1000 full-time IT professionals support client projects.
- Established customer base of Fortune1000 industry leaders.
- Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
- Active database of nearly 2M consultants.
- Experienced Talent acquisition teams support client projects.

## 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, AI/ML, AWS, SAP, Microsoft & Pega BPM.