



MELBOURNE **IT**



/ CASE STUDY /

CREATING A GREAT USER EXPERIENCE - COLES MOBILE WALLET

CASE STUDY

COLES MOBILE WALLET

THE COLES FINANCIAL SERVICES TEAM WANTED TO DEVELOP A SIMPLE, HELPFUL AND VALUE-ADDING APP FOR CUSTOMERS, WITH THE KEY DIFFERENTIATOR BEING A GREAT USER EXPERIENCE THAT PROVIDES ENGAGEMENT AROUND FLYBUYS, OFFERS AND IN-STORE VALUE.

THE CHALLENGE

Coles Credit Cards customers previously used a web-based platform for all their internet banking and account management needs. The website had limited functionality and was not mobile-enabled. In addition to this, real time transactions were not available, making it difficult for customers to keep track of their spending in a meaningful way.

THE SOLUTION

Develop the Coles Mobile Wallet for iPhone and Android. This included building the middleware services, which was critical to ensuring the mobile apps were integrated with the appropriate backend systems and infrastructure. Coles Mobile Wallet provides customers with a convenient and secure way to access internet banking and account management on their iPhone or Android devices. It also allows customers to access special offers, scan their flybuys and pay with their phone using pay tag technology. This new and exciting product positions Coles as an innovative leader in financial services technology.

As part of this project, Outware delivered user experience design, visual design, mobile app development, middleware development, testing and project management.

Key to the success of this project was an emphasis on creating a great user experience, high standards in code quality and security, a streamlined project management process, as well as a strong partnership approach between all key stakeholders.

THE BENEFITS

- > Secure login and simple 4 digit access code set-up
- > Quick available credit preview
- > Dashboard for easy access to various features
- > Statements and transactions
- > Flybuys login
- > Access to special offers
- > 5 star rating on Google Play
- > 4 star rating on the App Store

THE RESULTS

In the first two days after launch, the app had been downloaded over 2700 times. Currently the app has a 5 star rating on Google Play and a 4 star rating on the App Store. Coles has also reported a significant increase in online usage of services compared with the OSC website. Clearly, the Coles Mobile Wallet has resonated with customers and is a great success.

To find out more about Outware mobile practices from Melbourne IT Enterprise Services, request a consultation today at melbourneit.com.au/enterprise or give our team a call at 1800 664 222.



MELBOURNE **IT**

MELBOURNEIT.COM.AU/ENTERPRISE