

Website:

www.specopstools.com
USA

Industry:

Hand Tools
(Construction & Improvement)

Solution:

B2C

Platform:

Native Mobile Application
- iOS & Android

US-based Hand Tool Manufacturer Sought to Create the Ultimate **User Experience**

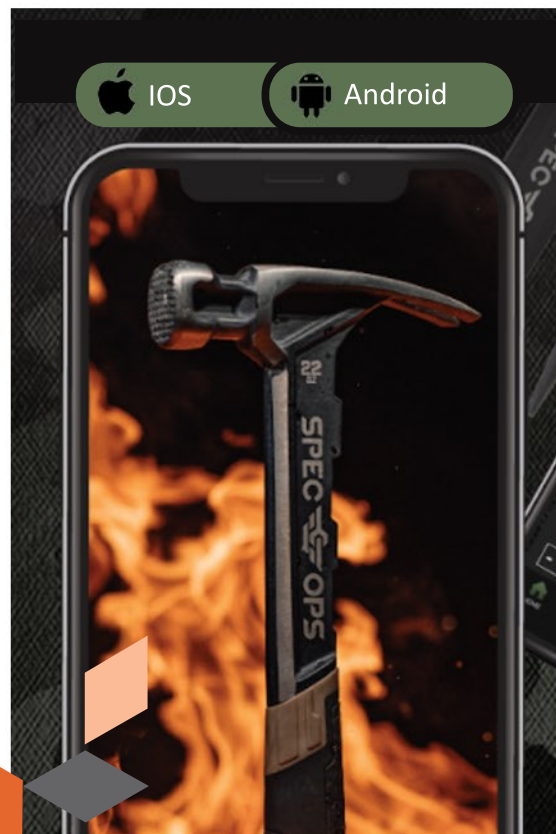
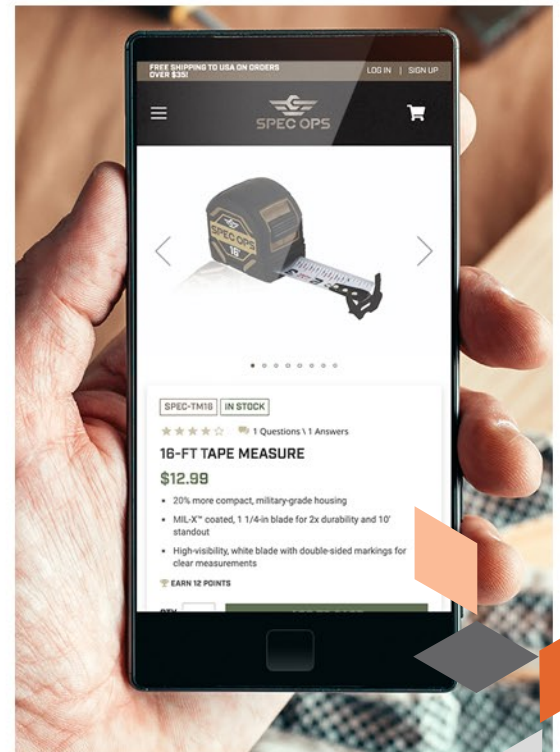
The brand obtained a 100% crash-free user experience on the developed iOS and Android apps for its online business.

Setting A New Standard of **Performance and Service**

Forged in early 2018 by military veterans and industry experts, Spec Ops Tools was founded with a single mission- to never forget those who serve us and never fail those they serve. The purpose-driven brand manufactures durable, failsafe hand tools for professional tradesmen and donates 3% of each sale to veteran and first responder causes.

Some of their goals for launching an eCommerce-enabled app included- reaching their target audience of professional contractors through mobile devices, increasing brand engagement with app-exclusive promotions, and providing easy product replacement and re-ordering while out in the field.

The key objective was to provide a seamless experience between the app and the website, ensuring that customers could easily and securely interact with online ordering, account information, and a variety of third-party integrations that provided personalization. With all this in mind, the Spec Ops Tools team selected Krish TechnoLabs to create their dedicated mobile app.



Finding the right **tools needed**

After a thorough brand audit and market analysis, technocrats at Krish TechnoLabs decided to go with agile methodology while building the strategy. The aim was to create a dedicated mobile application for both iOS and Android users with significant attention on streamlining the communication channel for customers and/or 3rd party vendors.

Key integrations included in-app push notifications, elastic search, and Yotpo APIs. The team also integrated multiple payment gateways including Amazon Pay, Braintree, and PayPal.

Providing them the perfect tools seamlessly

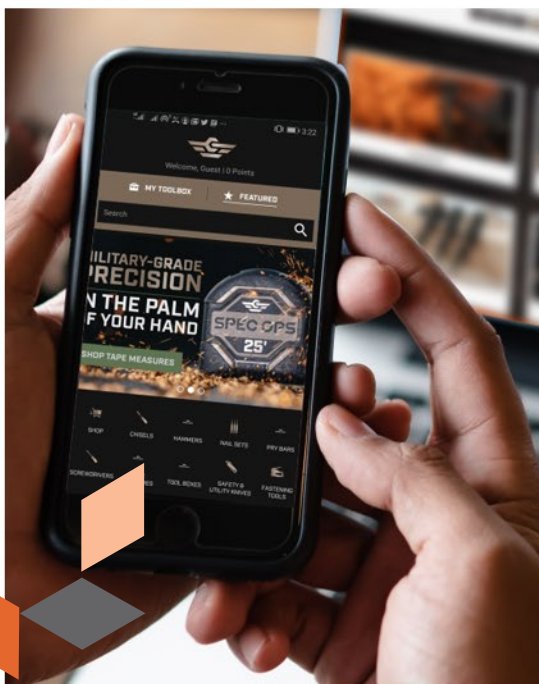
While it hadn't been long that the mobile apps launched, still significant change could be noticed in context to order value and customer engagement. With a 100% crash-free user experience, the primary change was noticed in performance of the built mobile apps. This was undoubtedly a huge relief and the foundation to glorious M-Commerce of the brand. As a result of enhanced performance, the brand also noticed total screen views of 22,470 and a daily average of 24 minutes per user spent on the app. This is just the beginning, surely the brand will unleash new realms with these mobile apps in the times to come.



Client Speaks

“We wanted to provide a seamless mobile experience to our users via Apps and the team at Krish understood all the features that we were looking for, all the challenges we were facing, and designed a fully functional iOS and Android Apps for us. Moreover, the intuitive search enablement was something we would always be thankful for. It's surprising how they understood, executed, and delivered the entire project with ease and punctuality. My recommendation goes to Team Krish for being pro-active at every stage.”

- eCommerce Manager at Spec Ops Tools



Success stats

24 Min
DAILY AVERAGE TIME
SPENT ON THE APP



22,470
TOTAL SCREEN VIEWS
ACHIEVED