

# Client Portal Wins Client Satisfaction & Repeat Business

HOW A MOBILE APP EXPONENTIALLY IMPROVED THE CLIENT EXPERIENCE

# Overview

The customer is a globally recognized leader in the testing, inspection, and certification sector, providing a comprehensive range of services to the energy industry.

One of the most important aspects of this company's business is the analysis reports they provide to their clients. But until recently, these reports were sent out as PDFs by email—

a format that was not very useful for the client systems.

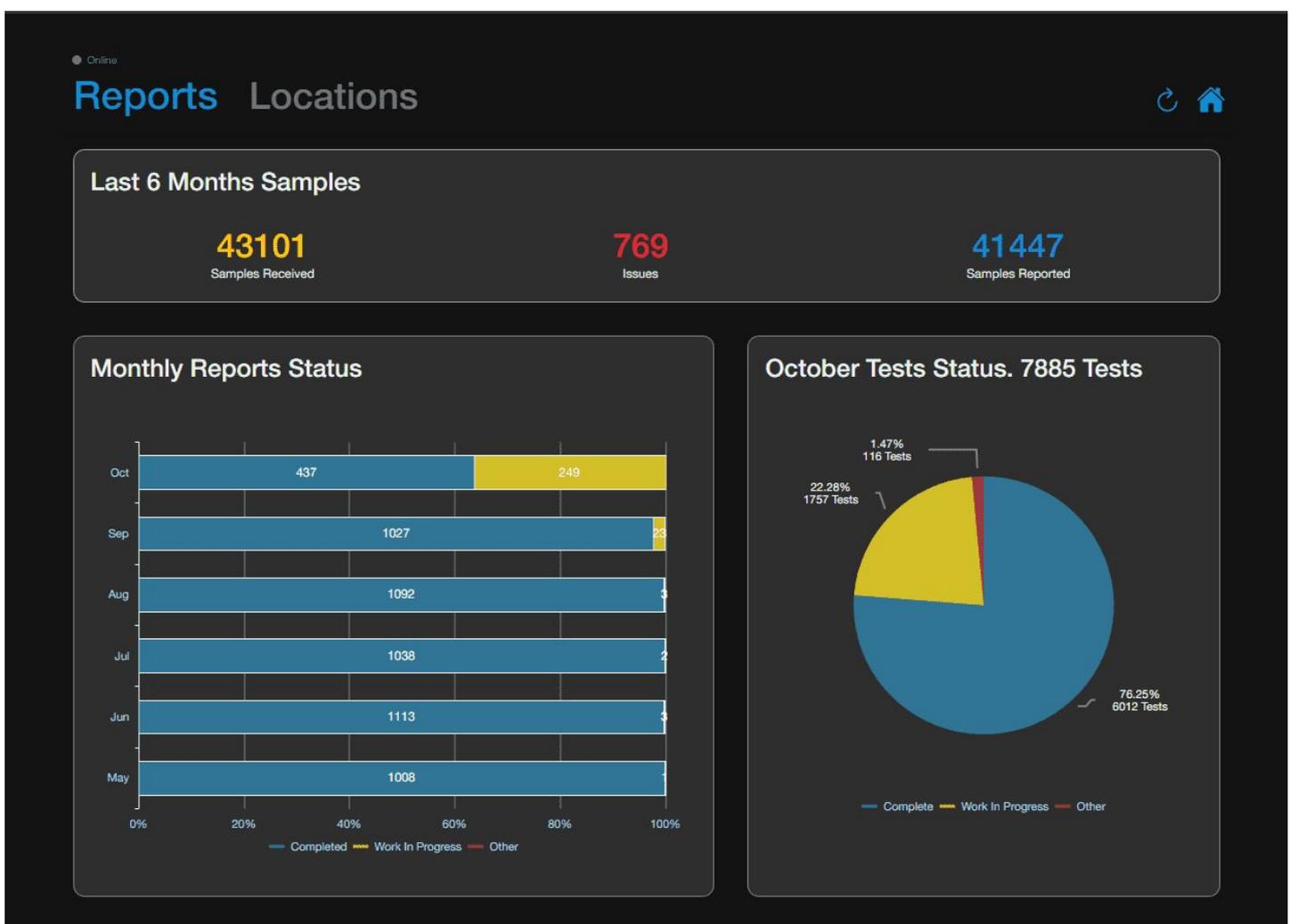
Their clients would have to analyse the report and then wait for someone on their end to process it manually, which would take time. They also couldn't easily identify key pieces of information that might help them make decisions about their business.

## The Problem

To keep up with the demands of its clients, they were forced to send them analysis reports as PDFs by email. This was not data that could be processed readily by their systems, and it also created problems for them. Clients could not identify the crucial pieces through the many reports generated, and they had to read through every page of a report to find what they needed.

Reacting to problems was slow, and communication with the client was through a chain of emails and support.

They needed a way to get their analysis reports in a format that their clients could easily process.



# Solution

The solution is a combination of a mobile and web app that provides the client with a fast and simple way to monitor their sampling data. The mobile app's user interface is designed to be intuitive, even for those who are new to using it, while the web app provides them with more advanced functionality.

The client will be notified immediately when there are problems with their samples. They can then respond quickly by contacting the appropriate party.

Interactive reports will be sent out on a regular basis via email and text message to keep them informed about the status of their oil samples and equipment.

The app will also have simple analysis functionality so they can see how their data is trending over time. It allows clients to compare their data across multiple time periods, perform trend analysis and track how changes affect performance.

# Outcome

The client was able to achieve their goals with the mobile and web app. The app is a distinguishing feature of this client and they were able to leverage it to create an experience that was uniquely theirs.

The customer satisfaction has also improved, as the client can now dissect the data and understand trends with an easy-to-use tool.

They have been able to see the full picture of their business with the help of this app. They can now easily understand trends, analyze data, and make informed decisions about their business.

*“The app is a part of our day-to-day communication with clients, and the staff really enjoys it. I would say that it is a great success.”*

