



## Improving customers connect and experience for a premier floral and gifting company

### Client Overview

A premier floral and gifting company that provides floral, gift and related products and services to customers and retail florists primarily in North America

### Hexaware Solution

- Consumer smartphone device based solution to help quick updates and rollouts
- iOS and Android based native mobile application for rich user-experience
- Consistent user experience and functionality across platforms
- Extensible application design for ease of future enhancements
- Use of uDynamo2 device to capture credit swipe information and enable credit card transactions
- Secured SSL based (HTTPS) web service integration with Credit Card API and Backend Application
- Transaction Receipts to Customers via SMS and/or Email

### Business Objectives

- Improve Customer connect and experience
- Expedite the capture of sale across the florist store
- Enable cash and credit card payments on the move to cut down on queues and improve customer service
- Leverage existing investment in applications and resources

### Business Benefits

- Enhanced customer experience due to smaller or no queues during rush hours and seasons
- Expedite the capture of in-store sale across all the florist store
- Leverage investment in existing infrastructure to mobile enable POS.



## Technology Stack

Platform	Component	Technologies	
iOS Mobile Application	Operating System	iOS 7.0 and above	
	Development Tool	XCode 5.0+	
	Programming Language	Objective C	
Android Mobile Application	Operating System	Android 4.3 and above	
	Development Tool	Android Developer Tool 21.1.0	
	Programming Language	Java	

## About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight by 'Powering Man Machine Collaboration.' We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything, Cloudify Everything, Transform Customer Experiences.'

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Professional Services (Tax, Audit, Accounting and Legal), Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services. Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

### NA Headquarters

Metro 101, Suite 600,101 Wood Avenue South, Iselin, New Jersey - 08830  
Tel: +001-609-409-6950  
Fax: +001-609-409-6910

### India Headquarters

152, Sector - 3 Millennium Business Park 'A' Block, TTC Industrial Area Mahape, Navi Mumbai - 400 710  
Tel: +91-22-67919595  
Fax: +91-22-67919500

### EU Headquarters

Level 19, 40 Bank Street, Canary Wharf, London - E14 5NR  
Tel: +44-020-77154100  
Fax: +44-020-77154101

### APAC Headquarters

180 Cecil Street, #11-02, Bangkok Bank Building, Singapore - 069546  
Tel: +65-63253020  
Fax: +65-6222728

