

«Aura Su» company case

Nur-Sultan, Karaganda, Petropalovsk, Kokshetau, Shchuchinsk

auras

Aqua Delivery



"Aura Su" launched its app in June 2020.

August 1st a phone recording was added to notify customers about mobile app

Results within the first month

increase in orders placed

new orders increase

373%

from new customers

309%

repeated orders

163%

from repeated customers

170%

gross sales increase

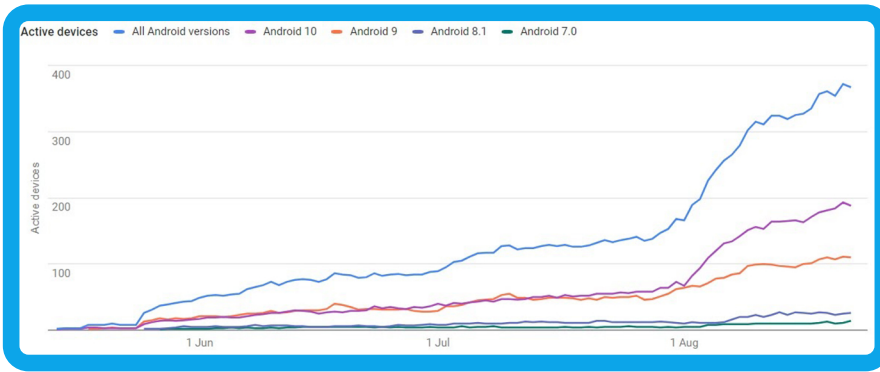
number of app installations in August

iOS

94

Android

297

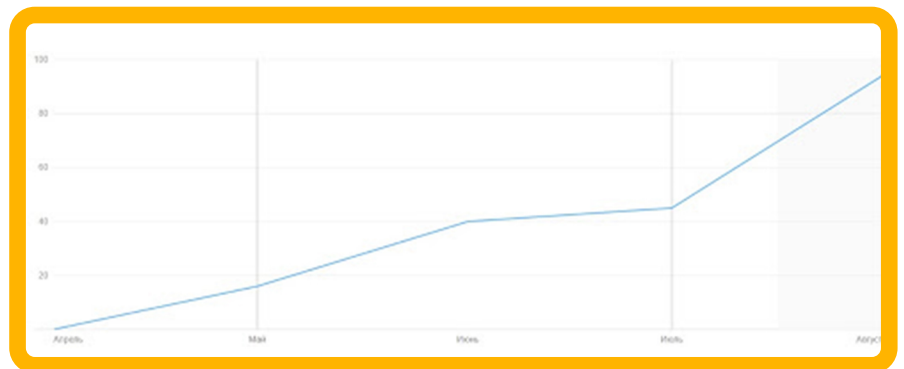


Increase of active users on Android by 8/22/20 - 367

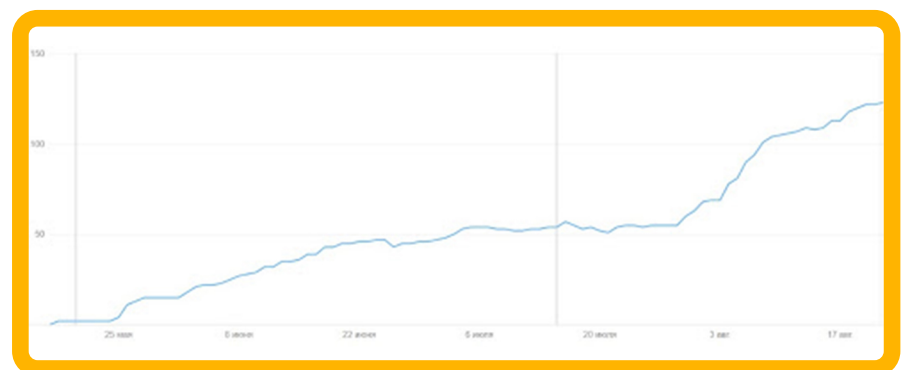


Increase of app installations on Android - 579

Increase of app installations on iOS - 190



Increase of active users on iOS by 8/22/20 - 123



- ⊖ The company used to have a lot of incoming calls to place orders. Because of that many customers were unable to call through during rush hours and switched to opponents.
 - ⊕ Voice recording over the phone offers customers to download the app and place orders 24/7.
 - 1 Customers' loss decreasing as they can place orders via mobile app without need to be on hold over the phone.
 - 2 operators' workload is decreased during rush hours.
 - 3 the company stops losing profits due to uneven ordering throughout the day.
- Around 30% of all orders in the app are placed during non-working hours.**