impact

A CASE STUDY IN PARTNERSHIP

ZMAC

Discover how a transportations broker developed and marketed a new app using a fast and cost-saving method that led to increased customer engagement.

THE CHALLENGE

ZMac's business goal was simple: to produce an app that generated quotes for prospective customers. The Wisconsin-based transportation broker works with businesses to ship their products around North America, specializing in oversized cargo. An app would help them create shipping quotes faster and gain new customers.

However, the company they partnered with to develop their app used traditional coding methods, delaying the app deployment and complicating its customization. They also had not considered ways to market the app to attract more leads.

In the end, the app—named ZRate—did not produce the number of quotes ZMac had expected, despite running for three years. Adding new features and functions to the app was cumbersome, eating up time and money. ZMac needed help creating a better app or they would fail to see a return on their investment in this initiative.

OUR SOLUTION: ZMAC + IMPACT

ZMac knew their app had great potential, but they needed a team to address slow development issues. They also wished to create a marketing strategy that would spread the word about ZRate.

Enter Impact and our team of technical and marketing experts who provided the necessary tools, strategies, and guidance to help ZMac succeed, including:

Low-Code App Development: The Impact team sifted through 55,786 lines of code and converted them to a low-code environment. Using a low-code platform would minimize the time spent on app fixes and customizations.

Cybersecurity: Impact detected and addressed several IT security issues such as permissive network security rules, a lack of firewall protections, and data transfers without security options.

Digital Marketing: Our team created an engaging email marketing campaign and launched a newly designed website to promote the ZRate app as a valuable tool for businesses looking to ship goods.

THE RESULTS

Time and Cost Savings: By re-building the ZRate app in a low-code environment, Impact simplified the process of upgrading or adding new features to ZRate. This reduced update timelines from months to days and delivered maximum ROI from the product.

Scalability and Flexibility: A simple programming environment gives ZMac the ability to scale up their ZRate app as they gain new customers. It also lets Impact developers quickly add any functionalities the ZMac team deems necessary.

Cybersecurity: A secure cloud solution lets ZMac store their customers' data without worrying about potentially losing this sensitive information.

Higher Customer Engagement: The easy-to-use ZRate app lets customers access their orders without hassle. Additionally, the new website and email campaigns resulted in 100 new applications within weeks.

Long-Term Partnership: Working with Impact does not end once the first version of the app is completed. ZMac has long-term access to Impact's team of developers and marketers to collaborate with whenever app upgrades or marketing opportunities arise.

Learn more about how Impact can help you improve your app development processes with low-code.

Connect with a specialist today.

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