

REVIEW / Swarovski

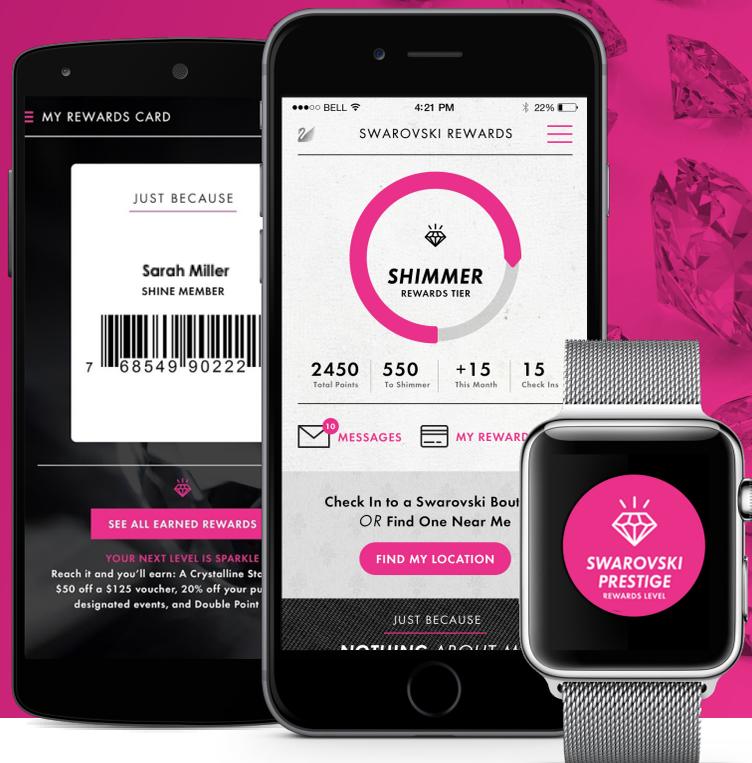
App Development for Digital Agency

Project summary:

This engagement began with a need for a strategic partner when the in-house team of a digital agency didn't have the necessary expertise or available resources for mobile application development projects. The main project was a loyalty rewards program application.

Feedback summary:

The loyalty program has been very successful thanks to the great development work. The customer recommends Stuzo for their flexibility and great work overall.



Background

Introduce your business and what you do there.

Red Tettemer O'Connell + Partners is a full-service advertising agency based in Philadelphia, with offices in Los Angeles as well. As VP of digital strategy, I head up the digital department here.

Overall rating



- ★★★★★ Quality
- ★★★★★ Schedule
- ★★★★★ Cost
- ★★★★★ Willing to refer

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The program on which we worked with Stuzo was very successful. It exceeded the goals that the client had set and it led to more frequent, higher purchase amounts.

Opportunity / Challenge

What challenge were you trying to address with Stuzo?

We have worked with Stuzo on projects for which we don't have the capabilities in-house, and also when the number of simultaneous

projects leaves us with diminished in-house resources to allocate. In these situations, we've worked with Stuzo to take on the overload.

Solution

What was the scope of their involvement?

The main project we've worked on together was a mobile app for a loyalty rewards program for a large retailer. We designed and built the back-end of the loyalty rewards system and then worked with Stuzo to build the front-end mobile applications for Android and iOS.

companies' headquarters are close to each other, so we hear about them just in the course of talking to local people.

How much have you invested with Stuzo?

Our investment was in excess of \$200,000.

How did you come to work with Stuzo?

There are some connections between the two agencies. Beyond that, we've also have heard generally good things about them. Our

What is the status of this engagement?

The projects have wrapped up. We currently have a few potential things on the horizon, but none of them are solid yet.

Results & Feedback

Could you share any evidence that would demonstrate the productivity, quality of work, or the impact of the engagement?

Overall, the program on which we worked with Stuzo was very successful. It exceeded the goals that the client had set and it led to more frequent, higher purchase amounts—which is obviously the goal of any loyalty rewards program. The mobile app had a huge role to play in that success, as that was the consumer-facing part of it. From an anecdotal standpoint, I would have to say that the client was very happy. From a metrics and analytic standpoint, we were very happy; it over-delivered.

What did you find most impressive about Stuzo?

Stuzo's flexibility - their willingness to not insist on holding to every line on every scope - makes them stand out. We didn't find them saying, "Okay, we're 20 minutes over so we're going to have to charge you for that." As I alluded to before, they were really good at rolling with the punches when changes came in late, or when things got adjusted away from what we originally thought they would be. To be honest, that's something that's hard to find—especially with a development company. They were flexible enough to allow the project to be successful despite some twists and turns along the way.

How did Stuzo perform from a project management standpoint?

Good. We are a tough client. That's probably because, being a creative agency, we tend to do a lot of things by the seat of our pants, and also tend to change things frequently—often at the last minute. Stuzo was good at rolling with the punches and keeping up with us. I'm sure we drove their project managers crazy, but they did a good job.

Are there any areas Stuzo could improve?

No. There really aren't any major critiques that I could offer here. With any project, there will always be some small hiccups along the way, but with Stuzo those were pretty minor. In, general, we were very happy.