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How we created a seamless experience for the users of a top card brand application

A multinational financial services corporation partnered with us to create a turnkey solution that enables cardholders to spend their rewards online and in stores... just like cash! This option allows all banks to develop their own customer reward and incentive program, with minimum IT involvement and zero merchant integration.
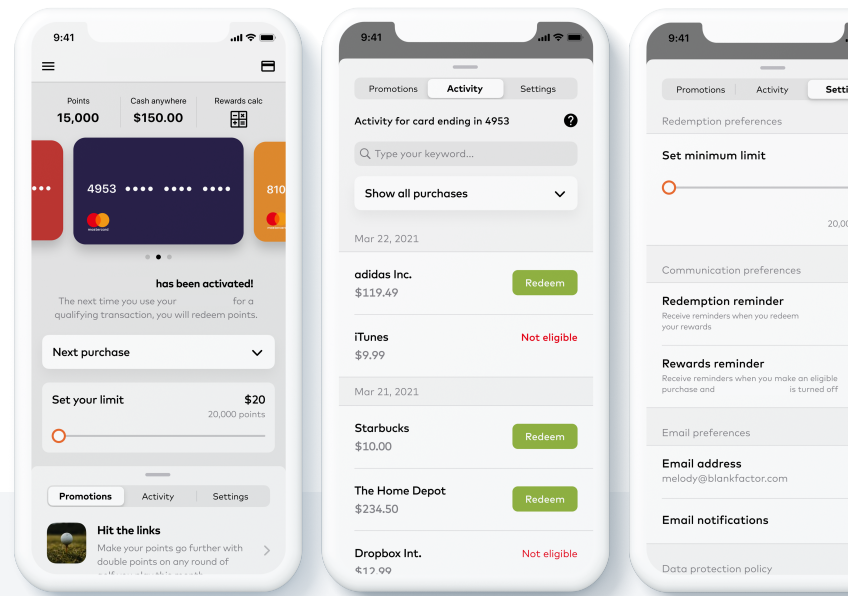
What we did

We were given the task to completely fix and stabilize an app to pay with card rewards, which was built by a third party. With only a five-page technical documentation overview of the proprietary computer-generated code at hand, we were able to stabilize the app and create documentation to prevent future issues.

Since then, the app has been migrated to a cross-development platform, producing outstanding results. As a matter of fact, the application is currently rolled out to four other countries in Latin America.

The app in numbers

52x
Reduction in crashes

3x
Improvement in user volunteered ratings

218%
Increase monthly active users

$12mm
Increase in annual redemptions*

* Calculations for one country, based on data from the second quarter, 2021.

For more information, visit **www.blankfactor.com**