

VOO/ZUNY - E-COMMERCE AND PWA PLATFORM



➤ CONTEXT AND ISSUES

Exclusively available online, without contract or commitment, Zuny is the new telecommunications brand that is setting up in Belgium. VOO is betting on targeting the digital natives, a popular brand population, with an offer based on the 3 pillars of internet, mobile and series. To materialize the brand, VOO naturally needed a solid e-Commerce system, both adapted to its complex Information System and to the specificities of the telecommunications sector...

➤ RESULTS

Zuny is in the brand awareness phase; the expected benefits are brand awareness and customer acquisition.



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➤ OUR SUPPORT

The team intervened on

- The development of the front and the e-Commerce part of the platform.
- Complementary developments to the Telco gas pedal to meet VOO's needs and constraints
- The integration of the platform to the Information System
- The integration of international standards TM Forum specific to the telecommunications field
- The definition of SEO and Analytics specifications in a logic of acquisition, creation of online launch communication campaigns, and marketing measures.

To respond to a mobile-first logic, the team designed a PWA with React as a complement to the web platform, an additional asset for the acquisition of particularly connected prospects.

➤ TESTIMONIAL

The IT and Solution Delivery Director at VOO, testifies. "The success of a project is based on trust; the human aspect is paramount because it's all about generating value together. The relational approach convinced me to choose them to lead the launch of Zuny, as well as their ability to quickly mobilize a team to keep time-to-market".