



MEDIA &
TECHNOLOGY
SECTOR

IMPROVED CUSTOMER SERVICE AND REDUCED BUYING QUEUES WITH LOW-CODE APPS

Noesis worked with this **leading Portuguese Media & Technology** company, in order to develop a **new mobile app**, capable of replacing its previous movie ticket platform, and delivering a **simple and functional experience** to its customers.

This app presents its users with current films on display, upcoming premieres, movie trailers, and also allows them to consult available movie sessions and choose preferred seats, when buying tickets.

The user also benefits from a **personalized experience**, in which movies are displayed according to its **location** and **preferences**: favorite movies, genres and actors.

BUSINESS UNIT

Low-Code
Solutions

SOLUTION

Mobile App



4

Developers



8

Months to
develop



15k

active
users/month



LOW-CODE FOR

HIGHER POSSIBILITIES

by  **noesis**

THE CHALLENGE

In order to provide the best customer service possible, with the development of an agile and interactive low-code application, our team faced some challenges:

- › The **inexistence** of a **digital platform** to buy tickets.
- › **Web limitations** for previewing the products and the content available.
- › **Expected queues** at the ticket office.

GOALS

The main purpose for this project was the creation of a mobile application that **revolutionized** the process of selling movie tickets, incorporated with **easy payment methods**, and displaying users with movie previews as well as upcoming premieres – **improving the user experience** with:

- › **Simplified** ticket sales.
- › **Reduced** volume of purchase queues.



SOLUTION

The app gives customers an easy way to access the movie theaters, with no need for queues to buy tickets. Some of the key features included are:

- › **Search functionality** through the following **fields**: genre; date; location; actors and director.
- › **Customizable reminders** and **notifications**, not only for purchases, but also for future events.
- › Events displayed based on **user location**.
- › Integration with the device's calendar.
- › **Easy payment methods**: Credit Card, Paypal, MBWay.
- › When the purchase is completed, tickets are available via: **Digital Ticket** (Website, App or QR Code), **SMS**, or **E-mail**.



THE RESULTS

As intended, the app resulted in major benefits for the leading Portuguese Media & Technology company:

- › Significant **customer service improvement**: the app simplifies the purchase process and presents users with relevant and personalized information.
- › **Boosted impulse buying** and convenience, thus **increasing sales**.
- › **Fewer queues** at ticket offices: the service allows users to buy tickets from any mobile device, **reducing the waiting time**.
- › **Enhanced image of innovation**: the company now offers a more **efficient** and **agile platform** to answer its customer needs.



Noesis is an international tech consulting company offering services and solutions to support clients in digital transformation and the development of their businesses. In order to obtain sustained value that is transversal to all sectors, Noesis is focused on infrastructures, software, quality and people.



The Noesis and OutSystems partnership dates back to the very first project developed with the low-code platform. Today Noesis has more than 240 OutSystems certifications within its team. A highly skilled team that is able to deliver custom made solutions in record-time, with the greatest business impact.



Submit your idea for an app and win a POC



Helping your business **grow faster**
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