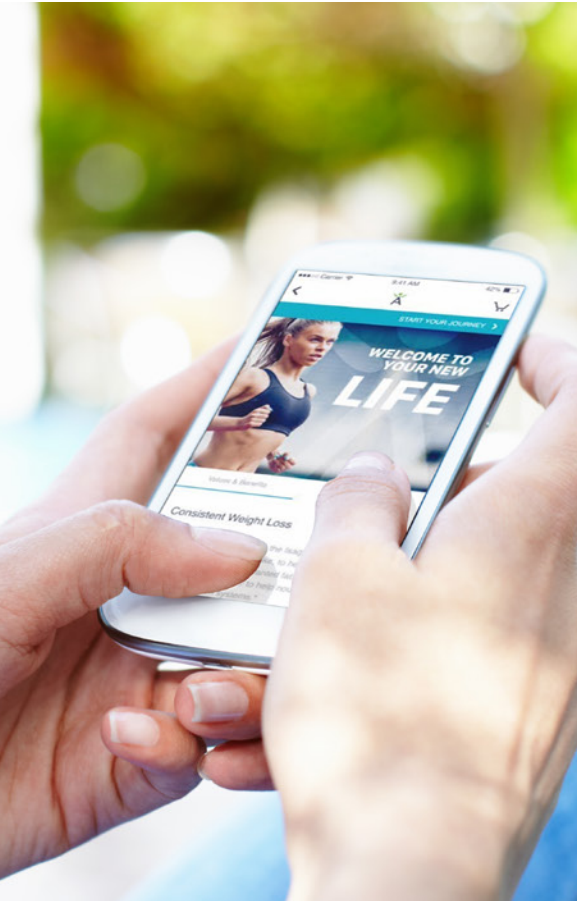




Creating a Mobile App to Drive Health, Wellness, and Business Growth

Neudesic helped Isagenix more deeply engage users for long-term retention



TECHNOLOGIES IN FOCUS:

- App Dynamics APM
- Microsoft Azure
- Visual Studio Team Services
- Xamarin Forms



The Challenge

- Improve engagement with Isagenix coaches and users, offering nutrition and fitness tracking, personal coaching, and product ordering in a single mobile app
- Increase retention of new users, through easier sign-up and ongoing interactions with products and peers
- Establish a more intuitive and automated ordering interface
- Create a consistent community experience for Isagenix users and pros, building engagement at every level



The Solution

- Convenient mobile app developed by Neudesic's team of experts in UX, Digital Innovation, and Digital Business Management groups
- Overall mobile app strategy included acquisition, retention, engagement, mastery, and behavior as key pillars to app performance
- Designed specifically to increase retention and engagement in Phase I
- Xamarin tools simplified development, enabling reusable code across iOS and Android platforms
- Onshore and offshore expertise moved work quickly and effectively
- Deep Microsoft expertise ensured smooth design of Azure platform as app infrastructure, independent from existing enterprise systems



The Benefits

- Launched multiple platforms simultaneously, supporting all users immediately
- Balanced approach to audience comprised of diverse demographics
- Flexible supporting cloud-based infrastructure has no impact on enterprise systems
- Scalable cloud support will grow easily with user base, reduces maintenance and capital expenditures
- Full-featured app allows smart sunset of existing, less functional apps
- Flagship project kicks off future cloud strategy

“Our mission is to transform lives – and to do that we need to be more present in the daily world of our coaches and users. Neudesic helped us create a mobile app that delivers the kind of personal engagement necessary to retain, support, and grow these key audiences.”

Erik Coover, Owner, Sr. Vice President of Global Field Development, Board Member, Isagenix

The Client

Isagenix is a global health and wellness organization, offering solutions to transform lives. Supporting people with weight loss, energy and wellness, physical performance, and healthy aging, Isagenix also offers an additional income stream through network marketing. Isagenix is a trusted and respected name, operating in 15 countries and targeting growth to 18 by the end of 2018. Its users can earn substantial side or full-time income by sharing the company's proven products as weight wellness coaches to new users. The company's mission is to inspire and empower individuals, families, and communities to live their best lives through a journey of nutrition, health, and overall wellness.

The Challenge

The Isagenix sales force lives and breathes the company product, acting as coaches to new and established users. The firm was seeking a way to engage and retain these audiences, supporting coaches with an effective sales tool and users with convenient access to an insightful health and wellness community. "We needed to make it easier to connect with products and personal support for each individual's fitness journey," said Erik Coover, Owner, Sr. Vice President of Global Field Development, Board Member, Isagenix. "Coaches themselves engage on a variety of levels, and we wanted to create a uniform, instructive, and convenient tool that ensured a consistently excellent experience." The company's idea was to develop an app that enabled coaches to excel at fostering someone through their initial Isagenix experience. A more intuitive ordering interface would add broad value as well, simplifying the ordering process, driving higher baskets, and increasing long-term engagement with users. Called IsaLife™, the app would function as nutrition and fitness tracker, personal coach, and product ordering platform in one convenient mobile interface.



“ We wanted a broader, stronger mobile strategy. Partnership with Neudesic capitalized on their team’s unique blend of digital strategy and technology expertise, driving development of our smart, comprehensive app as well as its supporting cloud-based infrastructure. ”

Erik Coover, Owner, Sr. Vice President of Global Field Development, Board Member, Isagenix

The Solution

Neudesic was brought on board to define and drive the project to completion, tapping into its Digital Innovation and Digital Business Management groups for leadership. “Neudesic built a unique team for us, with leadership not only in technology but also digital business strategy. Onshore and offshore resources, UX expertise, deep Microsoft knowledge, and a Xamarin skillset made them stand out as an ideal partner for our app development,” said Ray Kwan, Director of Systems and Mobile Architecture, Isagenix.


Neudesic did a GAPS analysis, evaluating the status and goals of Isagenix’s sales and marketing efforts in the context of a mobile strategy. The app was built from the ground up, using the Xamarin platform and based on key pillars that reflected this analysis. Acquisition, retention, engagement, mastery, and behavior formed the underlying foundation for the app’s design and priority features. New users could sign up easily, members could navigate a more automated ordering process with pre-filled baskets, and an award system would add gamification for entertainment and fitness community engagement.

“One of the core features of the app is a private social feed that connects Isagenix coaches and users, allowing them to interact and communicate. It’s been a big win for our users, and we’re seeing the news feed fill up with comments and positive feedback.” Communication among IsaLife™ peers will be a following feature and is part of the overall strategy to develop a strong community for health and fitness support.

As a cross-platform tool, Xamarin was useful in developing IsaLife™ quickly. Code developed for the application is reused in both iOS and Android environments, reducing development resources and accelerating time to market. “Xamarin Forms allowed us to write once, and it handles different mobile device types for us automatically – an essential advantage in creating and distributing IsaLife™ as a comprehensive app.”

Neudesic provided not only the Xamarin development and UX, but also the back-end infrastructure supporting the app via Microsoft Azure. While Isagenix had a large and established infrastructure, the expectation was that IsaLife™ would have a much larger user base than any of its existing mobile apps.

“It was essential that the Azure infrastructure had no material impact on our existing, extensive set of technologies,” said Erl Egestad, VP of Architecture, Isagenix. “It was efficiently designed using APIs to access information required to drive the app, but was designed to operate independently. IsaLife™ is cloud-based and managed as an entirely separate technology from our enterprise infrastructure.”

A vertical image on the right side of the page. It shows a person in a yoga pose (Urdhva Dhanurasana or Upward Bow Pose) on a beach at sunset. The person is silhouetted against the bright orange and yellow sun, which is low on the horizon. The ocean waves are visible in the background, and the sky is a mix of orange, pink, and blue.

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Ray Kwan, Director of Systems and Mobile Architecture, Isagenix

The Benefits

Isagenix's initial goal was to have 10K users download IsaLife™ in its first week of availability. Response to early user outreach was exceptional, and more than 8K users downloaded the app before it was even formally launched. Less than three months after its launch, the user base stands at over 110K and growing. "We work with a big range of demographics and can report that our UX design and features offer a balanced approach with broad appeal. We're successfully reaching our associates who are in the 30-45 age range and very adaptable to mobile technology, as well as our business builders who tend to be slightly older and newer in their acceptance of mobile business."

"Neudesic's partnership in developing our mobile app and strategy has been important to the success of IsaLife™, as well as our continued smooth operations behind it," said Ray Kwan. "The app's independent infrastructure runs in parallel to our primary enterprise systems – its cloud nature makes it scalable and low maintenance." As the IsaLife™ user base continues to expand, Isagenix can scale quickly and easily – a few mouse clicks can increase its capacity to support 50K users to 300K without the maintenance and other costs related to physical data-center management. Capital expenditures are reduced, and the organization is planning to sunset some of its earlier apps that are now better handled within the IsaLife™ UX and platform.

"The IsaLife™ project represents our first steps toward a cloud-based architecture. Based on this success, our future plans include replacing some of our existing internal systems with cloud-hosted solutions," said Erl Egestad. "We had never worked on a project of this scope using both an onshore and offshore team prior to this experience. We found unexpected value in the process – spanning UX, technology infrastructure, and strategic planning. Neudesic helped us solve a number of business problems and evolve toward becoming a smarter digital business."



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