



The Cash Back App

thecashbackapp.com

Industry of the project: Marketing

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Value statement

Since the The Cash Back App implemented Kentico back in 2014, the company have been able to service their customers more effectively and efficiently than ever. It was required that TCBA needed more than just a website, but a relationship with a professional digital agency that will assist in all facets of their Digital Strategy including design, platform, security, strategy and ongoing support and maintenance. Microsoft Azure's hosting services has allowed for easy building, testing and deploying, and supports the programming languages, tools and frameworks needed for the company and its website. Microsoft Azure has improved on business funding, aswell as saving the business hugely on funds.

The installation process was effective and delivered the correct server environment for TCBA.

David Hennessy, Chief Technology Officer, TCBA



"Working with WDM has been amazing. There hasn't been anything that they can't do, and they are Kentico experts"

Background

The Cash Back App Pty Ltd is an Australian owned and operated company that was established to specifically help our members reduce the cost of living and to support local businesses. The company was founded by Managing Director Bruce Inglis and other likeminded shareholders soon followed to help bring about the vision of creating a business model where "Everybody Wins". The Cash Back App provides you with a passive income for the rest of your life by sharing the App with friends. As your friends shop with our merchants both you and your friend receive cash back from our retailers as part of the Loyalty Program. A significant proportion of the income is given back to the local community also.

Goals

The overall project aim was to build and customise the website to cater for the sites rapidly growing users, and to redesign the site aswell as the smart phone app.

- The website had 7,000 users and needs to have a capability to cater for growth
- Join a hosting platform that allows for easy deployment
- Customers to access the members portal feature on the online app
- Include several blogs and content sections
- Create a system that can securely back up the company's data

Challenges

Faster access to loyalty reward funds

- The existing app used weekly direct debits and payments. This meant that a member could wait up to a week to access their loyalty rewards, and the client could wait up to a week before being paid fees from the merchants.

Deploying 6 months of changes

TCBA required a lot of work (big changes to how the site worked, and how data was stored).

When it was finally time to deploy, Web Design Magic had to be careful not to lose the live site data (eg: User accounts, transaction records etc).

Solution

TCBA worked closely with Web Design Magic to work with a payment gateway provider while they developed an API. A "Wallet" system was used that accumulates funds until the member wishes to withdraw or use the them. The result is a payment system that allows members and merchants to be paid and/or debited instantly, while minimising bank fees by consolidating larger transfers.

Another solution that was implemented a filing system. The file system was easy, especially since we use source control (git). The database changes are where things got tricky.

Even though we had been keeping track of database changes, we also compared our local database to a copy of the live database to determine what differences there were in the schema and data. From there we formed a plan:

- Anything that could be automated, was. We wrote helper scripts that would migrate data to it's new location.
- We created Kentico export packages where possible
- A checklist was created for manual changes
- A trial deployment was performed on a test environment to find anything we might have missed
- When changes were finally deployed, the site downtime was kept to an absolute minimum

Results

Kentico has been able to take on the company's large service load, and has provided more security for their data base. One of the many beneficial increases to the business after launching with Kentico, was increased traffic. More visitors to the site was noticed, and soon we will be able to track an average visit duration when their new featured app is launched at the end of this year.

- An increase in sales, online bookings, and donations continue
- An increase in traffic
- An increase in average visit duration is expected to rise 50% when the new app is launched



- An improvement in social media engagement is also expected

Key Criteria for Choosing Kentico

- Ability to customise to the business needs
- Sales
- Enterprise
- Security
- Basic set features