



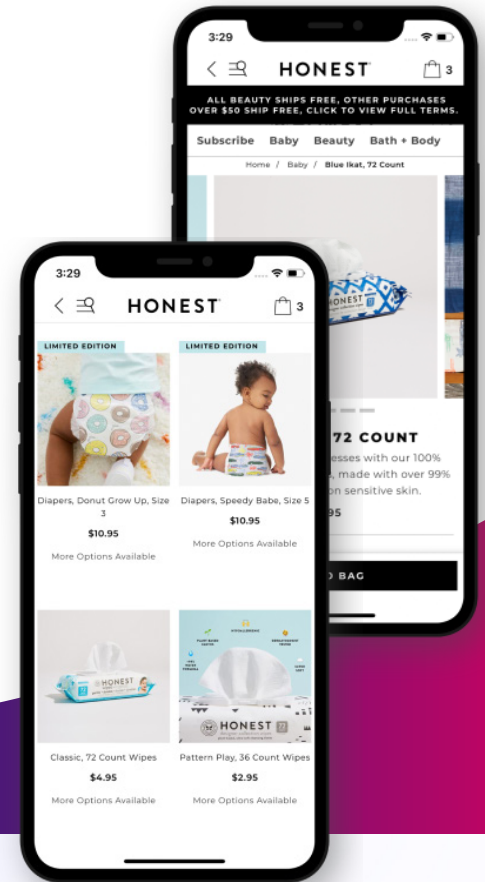
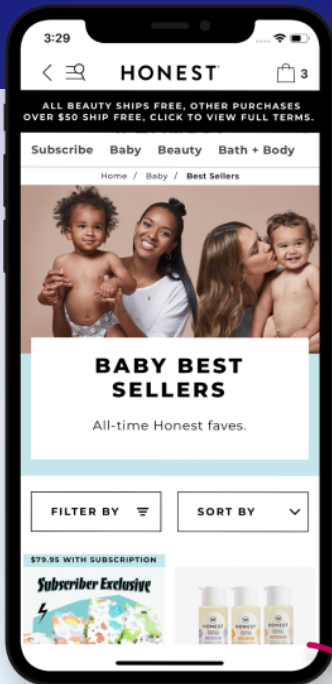
The Honest Company

Industry: Retail

Features: Live Chat

Key Results:

- The iOS App took only 4 weeks from conception to App store launch
- Salesforce Commerce Cloud integration for a rich shopping experience
- Single back-end infrastructure shared across all existing digital channels
- Competitive price point and rewards increase loyalty and improve retention
- Full controls over the UX/UI components ensure a pixel perfect mobile experience
- Omni-channel campaigns delivered using Push Notifications and In-App Messages



The Challenge

The Honest Company was building its new e-commerce experience on Salesforce Commerce Cloud and quickly needed—**1 month**—a mobile app integrating their e-commerce capabilities while offering the full Honest Company experience.

The Solution

Extremely agile framework giving the flexibility for customers to iterate on the app every week if needed. No new internal resources need with Bryj's full-service, low code, rapid app development expertise is included (UX/UI, dev, engagement strategy) plus continued 24/7 Support.

Features



Login

Frictionless and persistent login via TouchID & FaceID



Customer Engagement

Deep link delivers In-App offers using push notifications



Partners Integration

Firebase SDK for Google Analytics tracking



Apple Pay

Frictionless mobile payment and checkout via Apple Pay integration



Bryj Integration

Bryj analytics and engagement platform and tagging plan



Customized Navigation

Native header and sticky bar with quicklinks: Subscriptions, Best Seller and My Account

