

# Case Study



## Client Profile:

HOPPR is a location based application targeted primarily at the mobile users in the Indian market. A brand owned by Y2CF Digital Media Private Ltd., Hoppr is a mobile device-agnostic location based service. It has partnered with Bharti Softbank, in order to actively participate in the growth of the mobile ecosystem in India. The firm ties up with most of the leading mobile service providers in India to give a seamless experience for location specific data and content. Hoppr leverages location data and merchant offering to provide custom deals to people searching for information around their locations; all that needs to be done is to go for location based 'check-ins'.

## Tecnology Used:

Ruby on Rails (ROR),  
MongoDB

## Business Situation:

The Hoppr value proposition really caught on and increased in popularity resulting in about 200 merchant registrations to be made per week. The merchant registrations were carried out by the Hoppr Sales team. The complete signing up process, along with verification, would require ample amount of time (approximately 10-15 days). The processing time for the Point-Of- Sales Collateral publishing was around 4 weeks as it needed involvement of Hoppr for approval and posting it for customers. The entire process was controlled by the firm where the merchants could only place their requests to be considered by Hoppr team and wait for upgrading their offers.

## Solution Approach:

The solution that was created was aimed at creating a fully automated system where the merchants are given the scope to place their offers and collaterals themselves. It created a platform called "Merchants' Self Service" which provides the merchants with a self sign-up feature. This allowed the merchants to be able to put up their offers themselves. Compassites was instrumental in adding this key solution to their core product. The solution was enabled through SMS and browsers in mobile and PC's to provide holistic search approach covering

- ❑ Match misspelled keyword (something similar to "did you mean" service provided by many search engines)
- ❑ Match with soundex algorithm
- ❑ Apply multiple relevance algorithms and provide a list of proper place

The search process included features like Similarity Ranking (Hamming Distance, Edit Distance, Longest Common String), wild cards, regular expressions, Soundex, word stemming and synonyms.

All of this was achieved using customizing and configuring Elastic Search

along with integration into their existing HOPPR applications and infrastructure.

**Benefits & Results:**

- ❑ The merchant registration could now happen within a much shorter duration.
- ❑ An efficient as well as leaner system reduced the processing time effectively.
- ❑ Automation ensured less of manual errors and slack times.
- ❑ Helped the merchants with “self help” features to satisfactorily tailor their offers for their target customers.

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