

EZ Cash Ez Cash

+60% Completed Applications

The Challenge

Ez Cash, a financial service provider offering micro-loans, faced the following challenges prior to launching their mobile app:

- Manual Loan Process: All loan applications required walk-in appointments, resulting in long approval times and operational bottlenecks.
- 2. Limited Accessibility: Without a digital platform, the service could not reach users in remote areas or younger, mobile-first audiences.
- 3. High Abandonment Rate: The lack of streamlined digital experiences led to a significant drop-off in applications before completion.
- **4. Competitive Pressure:** The rise of fintech apps in the region made it urgent for Ez Cash to digitalize in order to stay relevant.

The Solutions

1. Mobile App Development:

- Designed and developed a cross-platform app (Android & iOS) for users to apply for loans anytime, anywhere
- Integrated a full-feature loan application form with ID verification, photo capture, and document upload
- Provided users with access to loan terms, interest rates, and repayment schedules in a clear, easy-to-understand format

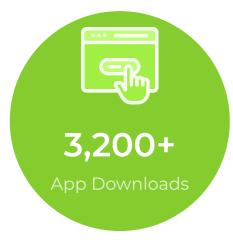
2. User Experience Optimization:

- Implemented push notification alerts for loan approval, repayment reminders, and document status updates
- Built a live tracking feature so users can monitor their loan progress
- Ensured a lightweight, fast-loading app that works even on low-end devices

3. Admin System Integration:

- Developed a centralized backend system to manage user profiles, verify documents, and approve loans
- Automated the generation of repayment plans and performance tracking dashboards
- Enabled role-based access and activity logs for secure operations

The Results



in the First 3 Months

85%Reduction in Approval Time

60%
Increase in
Completed
Applications