



EZ Cash

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+60% Completed Applications

The Challenge

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

- 1. 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



3,200+

App Downloads

85%

Reduction in
Approval Time

60%

Increase in
Completed
Applications

in the First 3 Months