



KOGI

500+ Downloads in Launch Month

The Challenge

KOGI, a well-known auto care and car accessories brand, initially subscribed to a third-party loyalty program app. However, the client faced the following limitations:

- 1. High Ongoing Costs:** The app was rented from a software provider, requiring monthly fees just to maintain basic loyalty features.
- 2. Lack of Control:** The loyalty app was disconnected from KOGI's own website, leading to inconsistent user experiences and duplicate customer databases.
- 3. No Service Booking System:** Customers couldn't pre-book car services online or via app, causing missed opportunities.
- 4. Limited Customization:** The third-party app could not support push notifications or brand-specific features KOGI needed for long-term growth.

The Solutions

HiRank stepped in to build a fully custom app—developed in-house, synced with their existing website, and fully owned by KOGI:

1. Custom Mobile App (Android & iOS)

- Membership Points & VIP Loyalty System: Fully integrated, replacing third-party software with zero recurring cost.
- In-App Appointment Booking: Customers can now pre-book car maintenance slots directly via the app.
- Real-Time Push Notifications: Auto-reminders for appointments, promotions, and service campaigns.
- Seamless Website Sync: Products, user accounts, and order data are fully synchronized across app and website.
- Integrated Stripe Payments: Customers can pay directly in-app for both products and services.

2. Admin Dashboard

- Unified backend for product updates, membership management, appointment calendar, and transaction tracking.
- Complete control over coupon codes, VIP tiers, and customer engagement campaigns.

The Results



500+

App Downloads

in Launch Month

68%

Increase in
Repeat Service
Bookings

thanks to In-App
Appointment System



2.4x

Higher Customer
Engagement

via Push Notifications vs
Traditional Email