

CUSTOMER SUCCESS STORIES

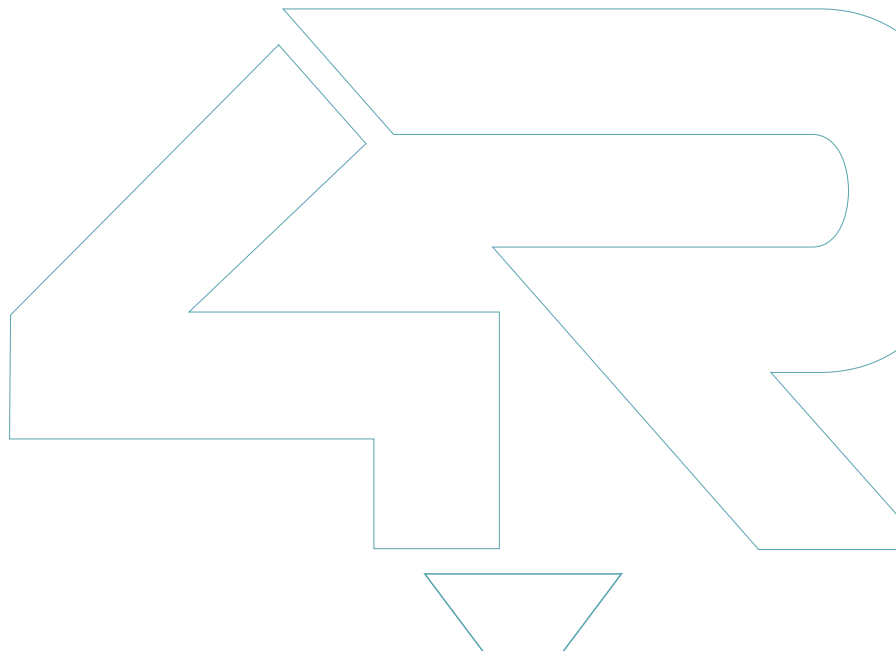
DISCOVER HOW CONSO4RS HAS DELIVERED
SUCCESSFUL PRODUCTS AND PROJECTS
FOR A RANGE OF CLIENTS



BUILDING A **MOBILE APP** TO TRANSFORM THE TV AND FILM INDUSTRIES

Industry – Media

Service – Mobile Application Development



“Simon and the team at Conso4s have been incredible to work with and instrumental at transforming our business to offer improved service experience for our customers, faster and efficient response times for our clients and simplifying our tools to help streamline our processes.”

Wayne Berko, CEO

The Client

Universal Extras has been supplying supporting artistes to the film and TV industry since 2005. Today, Universal Extras has more than 14,000 active supporting artistes with a further 200,000 records in their database. It has provided supporting artistes to global blockbusters such as Star Wars, Oceans 8, James Bond franchise and many more.

Project Summary

In early 2020, filming was abruptly stopped by the COVID pandemic, giving Universal Extras a short window of opportunity to radically transform its business. The team decided to introduce a mobile application for their supporting artistes to search for job opportunities, support self-certification, and reduce on-set contact.

Conso4s built the mobile app and deployed it in just 18 weeks. This enabled Universal Extras to hit the ground running once restrictions eased and deliver its best ever annual financial performance.

The Challenge - COVID changes the shape of filming

In Summer 2020, like many businesses, Universal Extras was

dealing with the impact of COVID-19. No filming was taking place and it was likely that when it did restart, procedures and process were likely to be very different

At that time, the Film & TV industry relied heavily on paper and face-to-face contacts for managing the on-set process for supporting artistes. In the face of the COVID-19 challenges, the team wanted to create a 'No Touch' Mobile Application which would enable the on-set production team to interact digitally with the supporting artistes that Universal Extras supplies.

Key aims were to:

- Minimise face-to-face interactions with production staff;
- Digitise processes which are currently manual – such as checking-in on-set
- Enable the distribution of critical on-site safety information
- Provide self-certification questionnaires to be completed prior to the commencement of each production day; helping ensure only healthy and safe Supporting Artists arrive on set
- Provide a mechanism for production staff to communicate with Supporting Artistes during assignments
- Assist with safe on-set communications and improve timeliness and tracking of payments and additional services.

Having obtained grant funding, the team at Universal Extras turned to Conso4s to help in developing a solution.

What Conso4s did – the 'No Touch' app

Conso4s proposed developing native iOS and Android apps with a common code base using React Native. The mobile apps would interact with Universal Extras' core business systems via an API which would also be developed by Conso4s. Timescales and budget were both fixed, so Conso4s proposed

an Agile approach and a short phase for scoping, requirements and design.

Conso4s provided a team of five to develop the project, as well a part-time user experience designer. The first steps involved working with the Universal Extras product owner and wider team to develop the proposed user journeys and mock-up user interfaces. At this stage, requirements that would underpin the development were also developed and a sprint plan produced to implement the agreed features.

The Result - Over 20,000 AppStore Downloads and Growing!

Delivered in just 18 weeks and to budget, the application successfully went live and to date has received over 20,000 downloads across iOS and Android Appstores. As part of their 'mobile first' strategy, Universal Extras has further invested in the application to support direct sign-up and registration for the service, as well as enhancements to allow Supporting Artistes to better manage their profiles.

The platform has become so successful that the service is now exclusively available through the application, replacing the aging, original website self-service - a true transformation for the business and customers. Conso4s continues to provide product feature releases and maintenance for the application.

Having tackled the experience for their Supporting Artistes, Universal Extras has engaged Conso4s to transform their backend systems and bring greater efficiency and automation to the core search and casting process.


"Ask us how we can build a transformative app for your business"


ABOUT CONSO4S

THE **ON-DEMAND TECH TEAM**
WE SOLVE YOUR PROBLEMS

Our expert technology team solves your business problems, from software development and maintenance to CTO-as-a-Service.

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