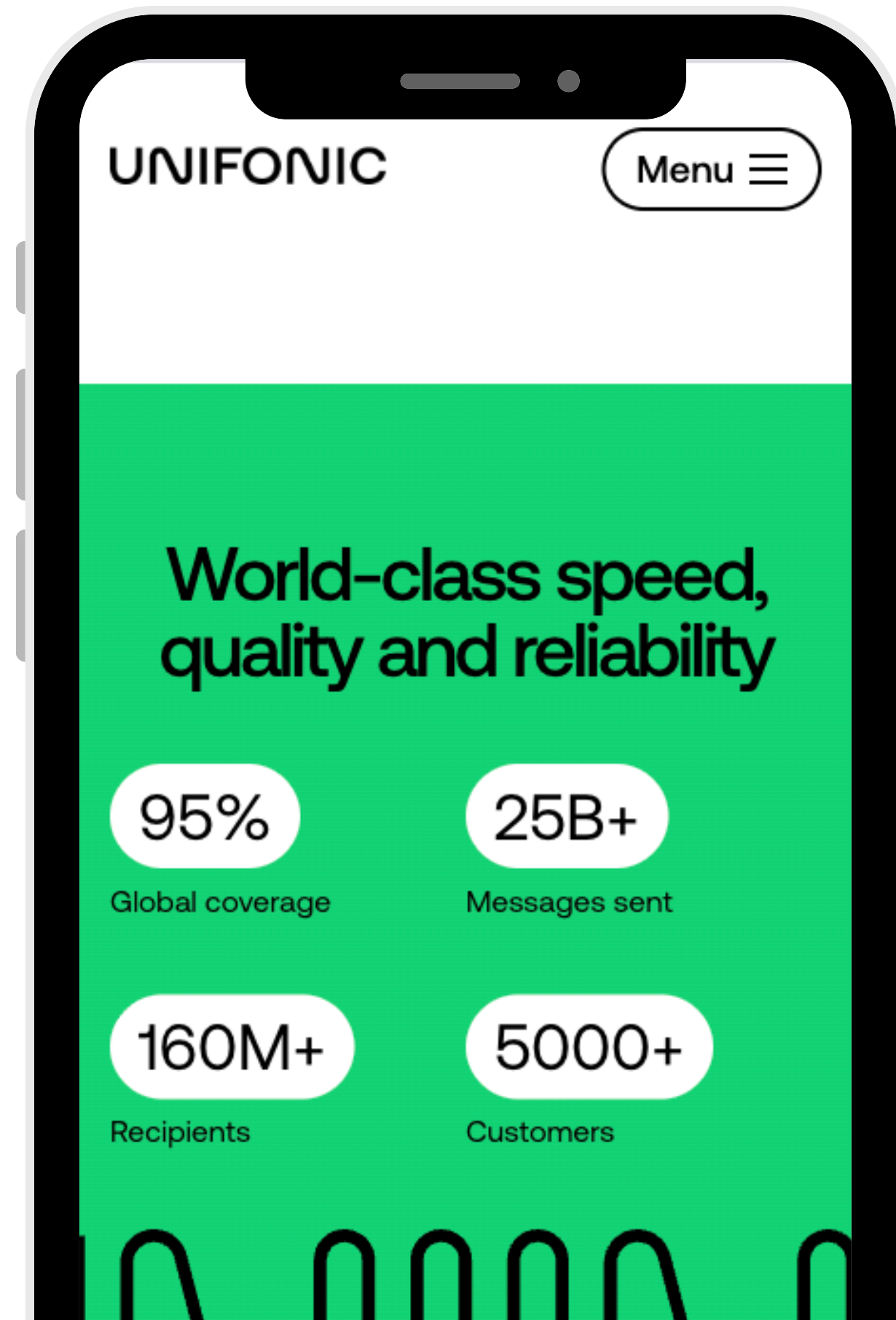
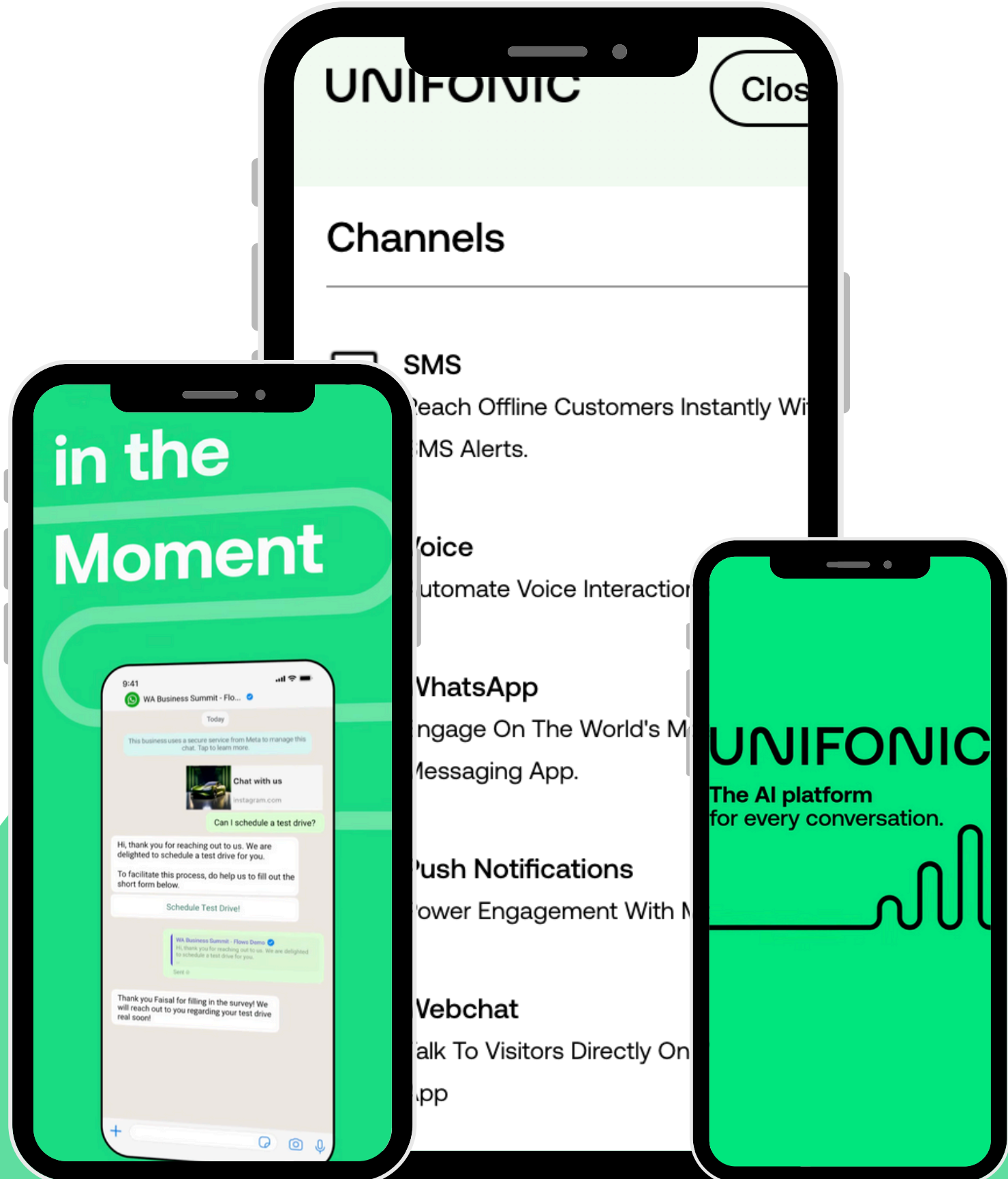


UNIFONIC Agent Console **mobile app**

Case study





About a Client

Unifonic is a leading customer engagement platform and Software-as-a-Service (SaaS) provider based in the Middle East. It uses conversational AI technology to streamline omnichannel communication and revolutionize customer experiences for businesses.

Unifonic's solutions empower organizations to manage all their customer communication channels, including text, voice, WhatsApp, and web, from a single platform. This helps businesses to create stronger customer relationships while minimizing communication infrastructure costs.

Challenges and Scope of Work

To extend the reach of its Contact Center, Unifonic required a mobile solution that would empower agents to manage customer interactions on the go, across WhatsApp, web chat, and other messaging channels.

The solution needed to integrate seamlessly with backend APIs, ensure secure session management, and provide a consistent experience across iOS and Android.

01

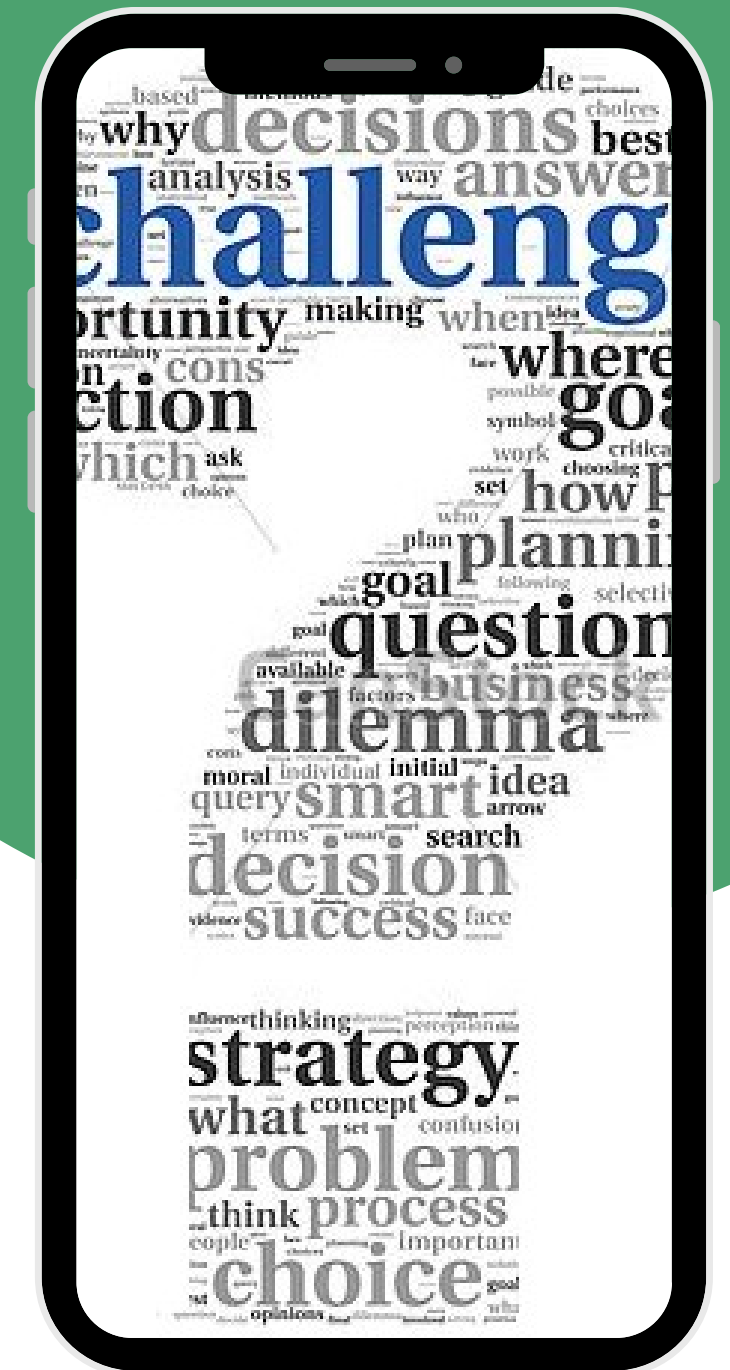
Phase 1: Core features such as authentication, chat panel, canned responses, notifications, and team switching.

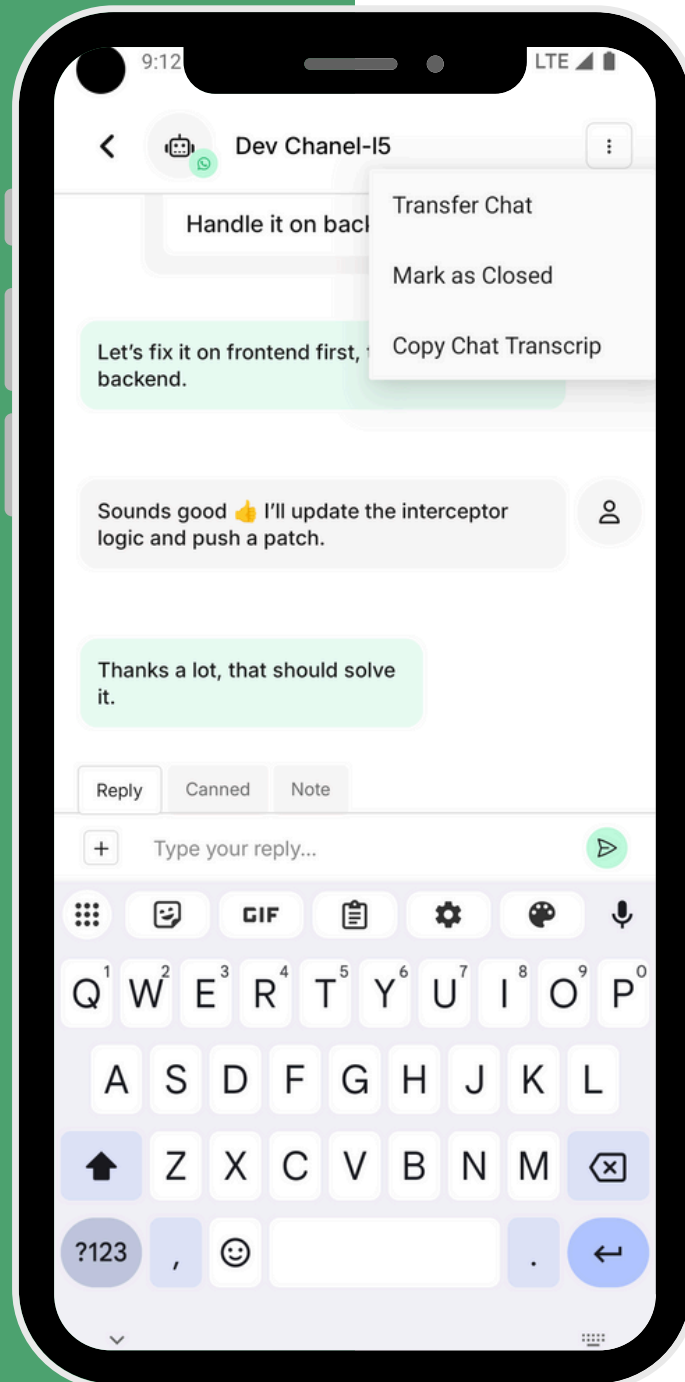
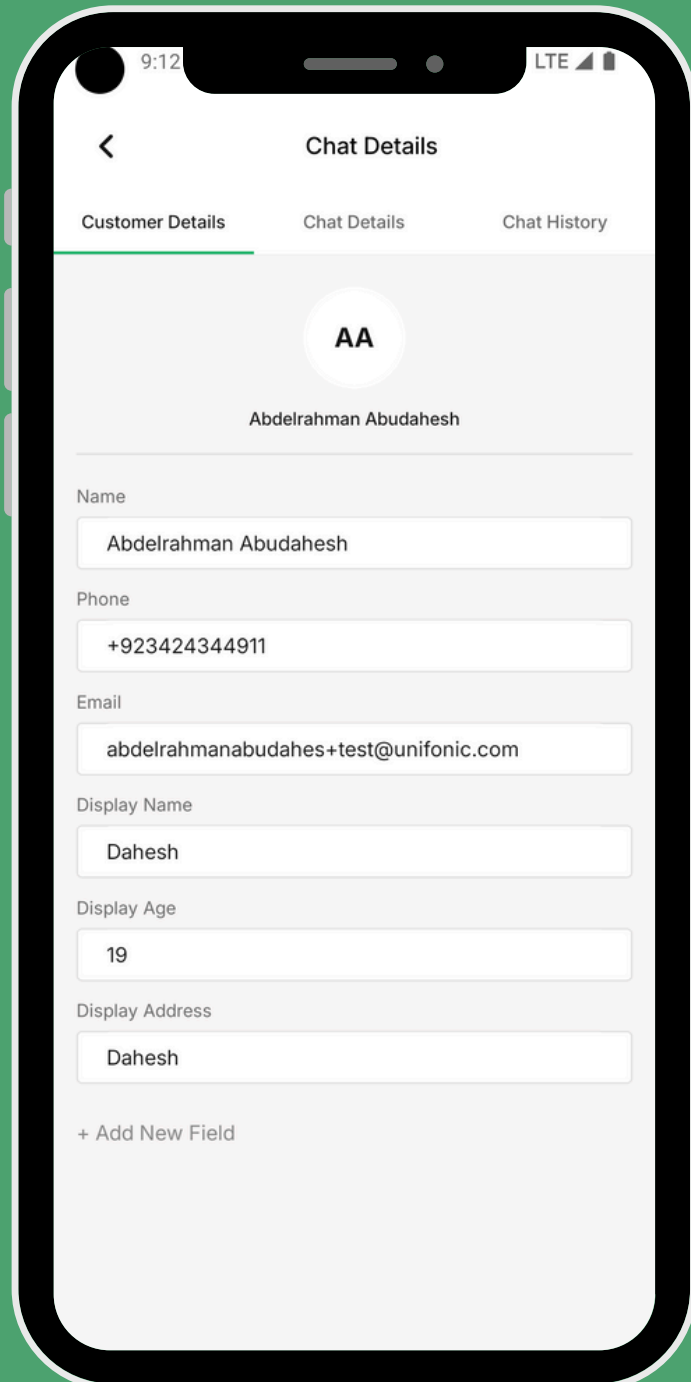
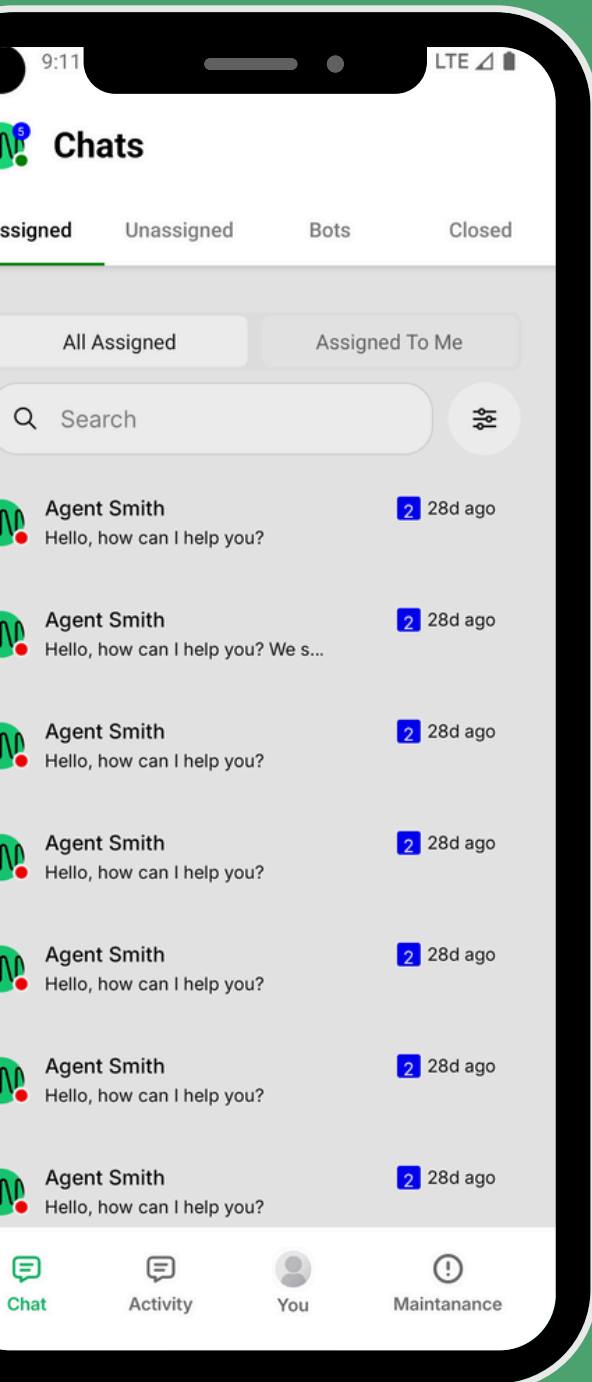
02

Phase 2: Enhanced features including conversation history, transfer between agents/teams, and advanced filtering.

03

Phase 3: Advanced capabilities like bot handover, dedicated bot chat views, and session management.





Our Approach, Solution & Outcome

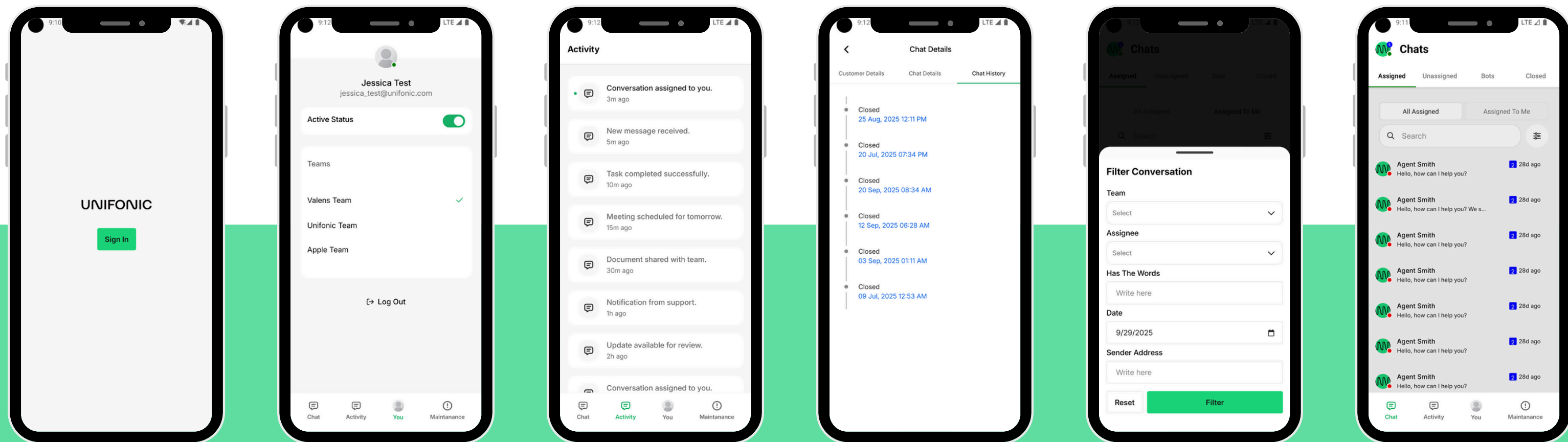
The development team adopted a cross-platform approach using React Native with Expo and TypeScript, ensuring rapid delivery and reduced maintenance overhead. Key solution highlights included:

- Real-time updates through native WebSocket integration
- Offline support with local caching, retry mechanisms, and data persistence
- Performance optimization using virtualization for chat rendering, component memoization, and optimistic updates
- Full API integration for authentication, conversation handling, messaging, and team management

Business Impact

- 40% reduction in development time and 30% lower maintenance costs through a unified codebase.
- Improved agent productivity with push notifications, canned messages, and advanced filtering
- Strengthened customer experience, as agents could now respond quickly and effectively from anywhere
- Enhanced security and reliability through single sign-on, session management, and secure local storage

The Solution



The outcome was a deployment-ready mobile app for both iOS and Android, aligned with Unifonic's backend systems and achieving feature parity with the web console.



Team Structure

- Unifonic provided UI/UX designs, backend APIs, and test cases
- Collaboration followed an agile sprint-based model, ensuring regular updates, client feedback, and continuous improvements

Delivery partner team structure:

- **2X Mobile Developers**
- **Project Manager**
- **QA Engineer**
- **DevOps Engineer**

Tech Stack

- **Core:** React Native, Expo, TypeScript
- **Navigation:** Expo Router (file-based, bottom tabs)
- **UI & Styling:** Unistyles (theme tokens)
- **Data Fetching:** Axios, TanStack React Query
- **Persistence:** Expo-SQLite, Drizzle ORM
- **State Management:** React Context API, TanStack Query cache
- **Local Storage:** Expo SecureStorage, React Native Async Storage
- **Development Tools:** pnpm, ESLint, Prettier, EAS Build
- **Testing:** Maestro, Storybook
- **Real-time Communication:** Native WebSocket

>>>



Testimonials

UNIFONIC

“We greatly valued the strong technical expertise demonstrated throughout this project. The vendor delivered a high-quality mobile solution that met our complex requirements, and we look forward to collaborating with them again on future initiatives.”

“It has been an honor to partner with Unifonic, a recognized leader in the industry. We are grateful for the opportunity to contribute to such a strategic project and are excited about the potential for future collaborations.”

