



Belcorp Catálogos - A Case Study

The App

Belcorp is a Peruvian company which offers a retail mobile catalogs that connects cosmetics shoppers with consultants who help complete the purchase with the click of one button. The consultants then contact the shoppers to confirm and fulfill their order.

The Challenge

Belcorp is based in Peru with presence in 15 countries, including Colombia, Chile, Bolivia and Ecuador as well as México. Mobile Networks in many geographies of South America are often unreliable and cause errors and performance issues that affect the end user. Belcorp's main challenge was the app experiencing slow image load times as well as slow response time, which was affecting the end user experience, and impacting the business KPI's.

The Solution - PacketZoom Mobile Expresslane

PacketZoom's SDK offers a drag and drop integration, and it is lightweight with a minimal memory footprint. No changes to infrastructure configuration and no additional hardware or software are required. The existing CDN infrastructure was kept and Belcorp was granted full operational monitoring and control via the dashboard which allows the team to conduct A/B tests and see performance with and without PacketZoom.

Results: 75% Improvement in Response Time, 86% Network Disconnect Rescue

With PacketZoom Mobile Expresslane, Belcorp app showed speedup of up to 1.7x , improvement in network reliability with 86% disconnect rescue; and most importantly: 75% improvement in the app response time.

"Belcorp's app is focused on offering a visually appealing, engaging user experience", said Javier Enrique Vivas Delgado, Director of Digital Technology at Belcorp, "the slow response times we were experiencing across different mobile networks were compromising the user experience and affecting our business. With PacketZoom's in-app technology integrated, we're seeing significantly faster response times, less network error and overall better user engagement".

