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Use Case on bringing new perspective on Board

A technology startup, Robby New Wave Technologies (NWT) was struggling to build a compelling narrative in a hyper competitive market. Their mobile app had differentiated consumer offerings, but were not able to 'market' their differentiated offering to their target customers, thus running the risk of not being able to stand apart from competition. Clearly they needed a 'fresh perspective'.

They reached out to Integre Solutions Staffing services. Upon understanding their requirement, Integre introduced Raghav Verma to the founders of NWT. Raghav, a career marketer, had worked with 3 tech giants and had the experience of advising 5 startups in their growth journey. The founders of NWT liked what Raghav had to share.

Raghav brought in the perspective of forging an emotional connection with the target consumers. A communication plan was drawn leveraging the power of storytelling. In a short span of time, NWT's mobile app experienced more than a few million downloads and its usage went up. Consumers found the app helpful spreading word-of-mouth, leading to an organically growing consumer base, and a fast rising market share.