Redeeming smiles for over 35 million customers

Industry
Travel & Logistics

Company
Miles & More

Services
Application Development

Technology
Flutter

Goal & initial situation

To facilitate over 35 million members to earn & redeem miles, we needed to revamp the native mobile application for Miles & More, Europe's leading frequent flyer and award program with over 40 airline partners and more than 250 non-airline partners, to a hybrid platform niche Flutter technology.

In a user-centric and fast-evolving loyalty program landscape, it is imperative to capture customer feedback and innovate solutions while also releasing them quickly & at will. Miles & More faced a challenging situation as the current native setup limited them to make new releases, with the cycles ranging anywhere from 3 to 6 months. Further, there was a difference in features developed over the native applications. The cost of adding a new feature or the maintenance was compounded because they needed separate teams to manage iOS & Android platforms. Adding to these expenses, they also required different backends for the mobile application and the website to support the same features. Nagarro embraced the challenge of migrating the Miles & More mobile application to hybrid cross-platform technology, on time and within the budget.

Leveraging the thinking breakthroughs approach gave us a unique advantage

The Miles & More application took years to reach its current state. We knew that migrating to a new tech stack while keeping the essence of the existing application and even adding new benefits would be a challenge.

The challenges and the solution
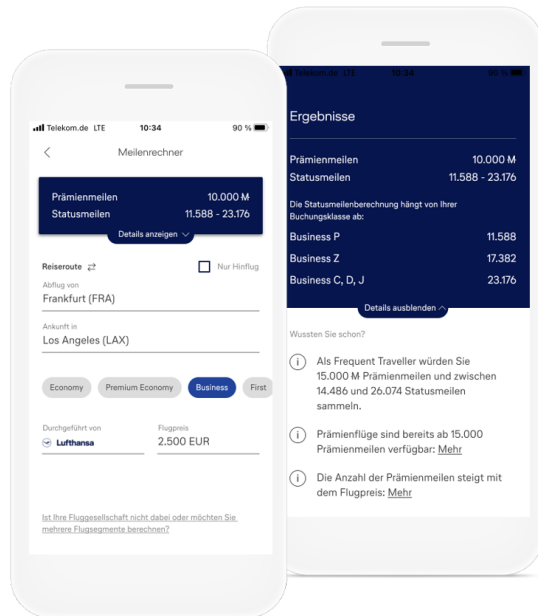
Nagarro believes in "Thinking Breakthroughs," and our digital engineering background gives us a unique advantage in tackling even the most complex challenges.

These three things stood out as essential to achieve success:

1. Requirement definition: The requirements were not entirely known and getting any documentation for the developed functionalities proved particularly challenging. Our team had to step into the existing code base and work with the live application to reverse engineer the scenarios and define requirements.

2. Multiple partners & stakeholders: The application lies at the heart of Miles & More and interacts with nearly all the systems in their ecosystem. Pacing the revamp with release cycles across different products and systems coupled with evolving requirements added complexity.

3. Niche technology stack: We had chosen Flutter as the technology stack, knowing that it was still niche and in the early stages of its maturity. That meant less community support, training material, and evolving framework libraries.

One application one codebase

The new Miles & More flagship application, developed on Flutter, allows users to continue earning and spending miles while also upgrading the login and mileage calculator, a pain point in the previous application. The single code base for the application across the iOS and Android platforms reduces the maintenance and development costs and unifies the application features available across platforms, enhancing the user experience.

We also succeeded in reducing the time to market for new products and features, creating real business impact, and giving Miles & More the ability to innovate and develop new features and solutions.

"Thinking Breakthroughs" means we pushed even further by unifying the mobile and web backend systems, generating an even more significant reduction of costs.

Overview of the result

- One application one codebase

- Test-driven development with >95% unit test coverage

- 2345 automated test cases providing coverage of over 67%

- More than 60% ROI achieved from test automation

- Early-stage adoption & implementation of the niche flutter technology

Potential impact to business

- Uniformity in the features and user experience across iOS and Android platforms

- Reduction in overall costs for application maintenance and further development

- Increased agility to take new features and products to the market

Working with Nagarro has been a complete success as they go above and beyond in development. Not only do they take care to provide the best possible solution, but they also ensure that we are well prepared for the future.

What's more, the new application is not only more innovative, but also more cost-efficient - a positive side effect for us, of course. Our customers also benefit from a much faster, simpler and reliable application, through which we can constantly surprise them with new and interesting features.

Dominik Sommer
CIO - Miles & More GmbH

About Nagarro
In a changing and evolving world, challenges are ever more unique and complex. Nagarro helps to transform, adapt, and build new ways into the future through a forward thinking, agile and CARING mindset. We excel at digital product engineering and deliver on our promise of thinking breakthroughs. Today, we are 8,400 experts across 26 countries, forming a Nation of Nagarrians, ready to help our customers succeed. www.nagarro.com