



MANTRA LABS



Maximizing Customer Engagement
for one of India's largest
Financial Courses Provider.

About Client

Miles Education is one of the most preferred choices for financial courses. The company has played a key role in building the CPA (Certified Public Accountant) and CMA (Certified Management Accountant) ecosystem in India assisting students and professionals to become future-ready.



Works with 70+ universities across India.



Enrolls 20,000+ professionals and students annually.



Partnered with 220+ MNCs.

Value Proposition

Miles One wanted to increase their customer's wallet share and mindshare. After in-depth research, Miles's team observed a significant **gap** in the customer segment- **lack of availability of well-researched financial content** for the users.

Our client wanted to create a mobile app that could engage this target segment.

Using 'engaging financial content' as their Unique Selling Proposition (USP), they wanted to pitch their courses to the users and maximize their sales.



Our Approach

Mantra team did a detailed analysis of this target user and found that today's rapidly evolving consumers are exposed to a large amount of content every day due to social media and apps like Inshorts. Users find it convenient to consume the content via **short bytes and videos**.

We developed a mobile application-**Miles One** which had unique features like feeds, reels and workshops.



Feeds

Would allow users to get **news and updates** according to the selected topics.



Reels

Would offer short video streaming clips to the users generated by the Miles team for learning purposes.



Workshops

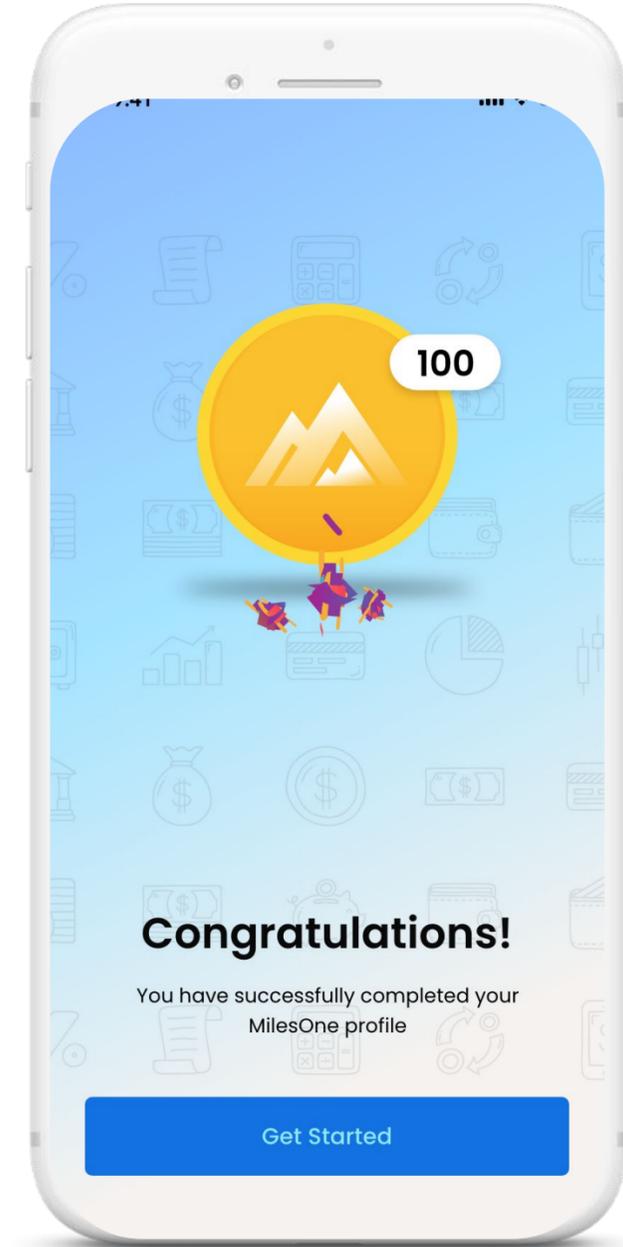
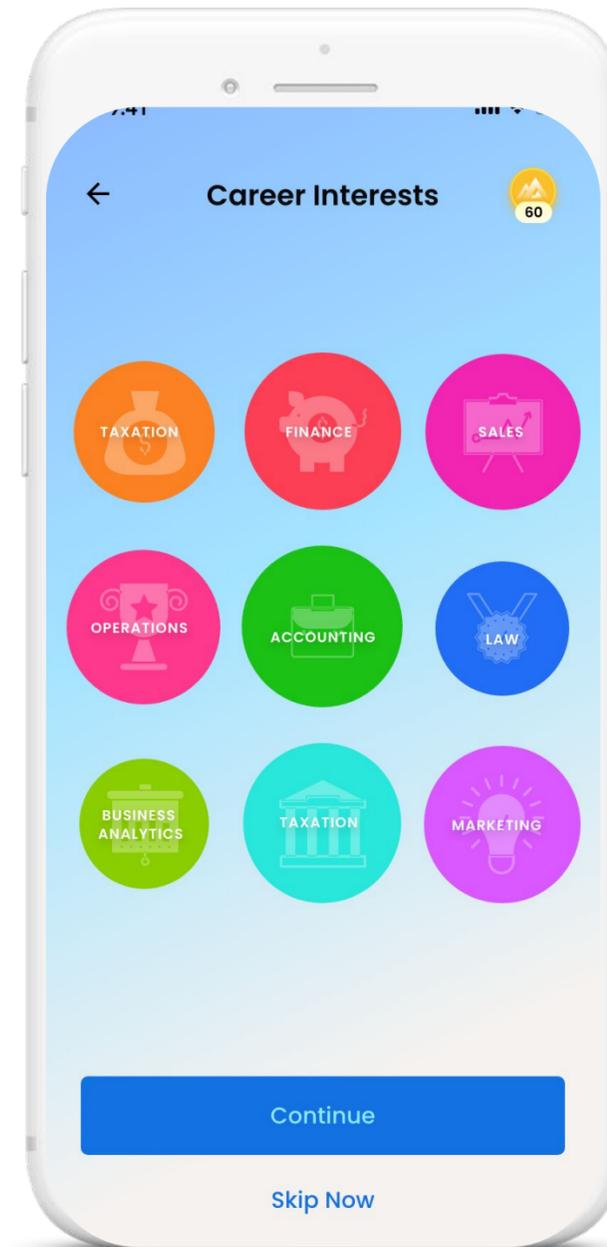
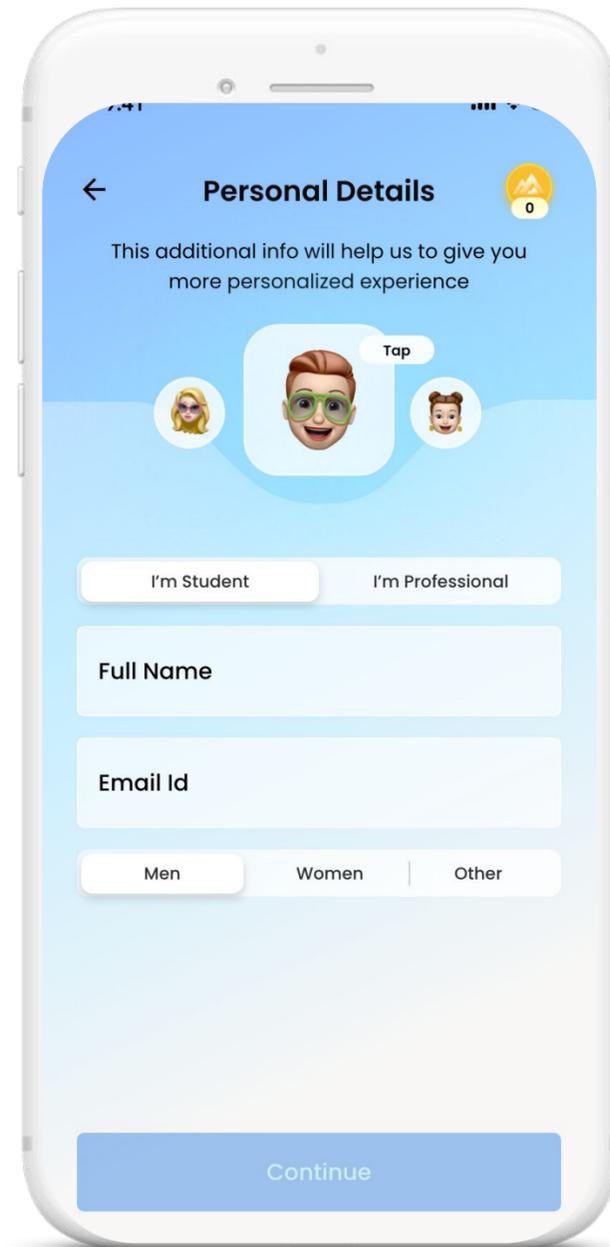
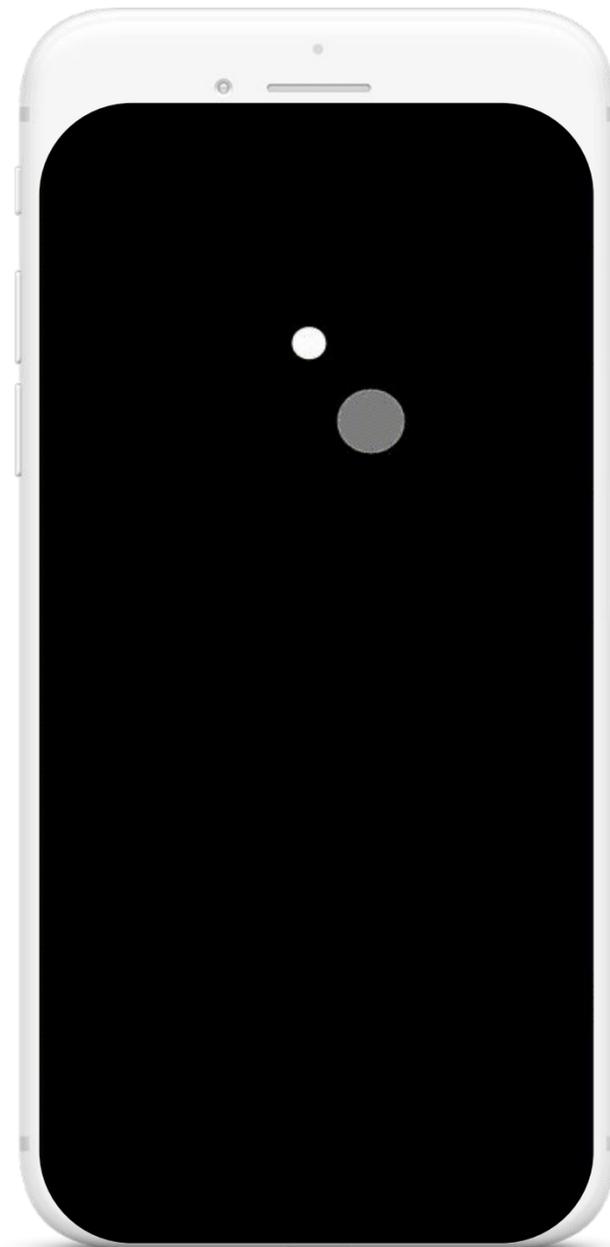
Attend **Online Workshops** to learn various concepts in detail and get a **certificate** after passing the MCQ tests.



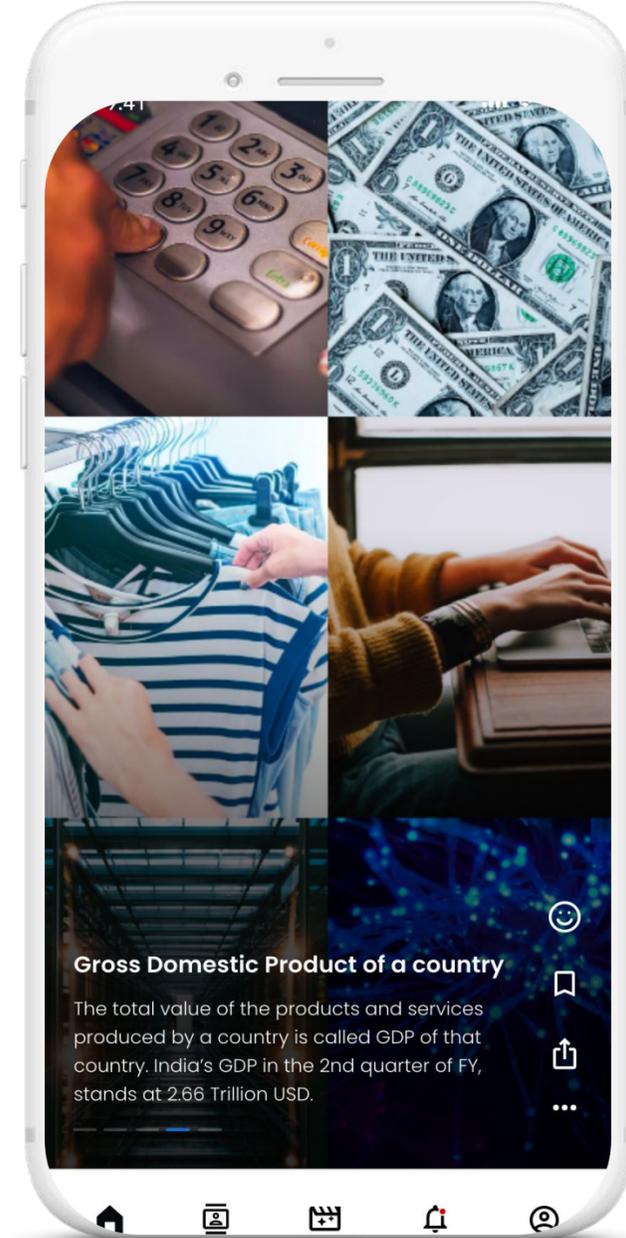
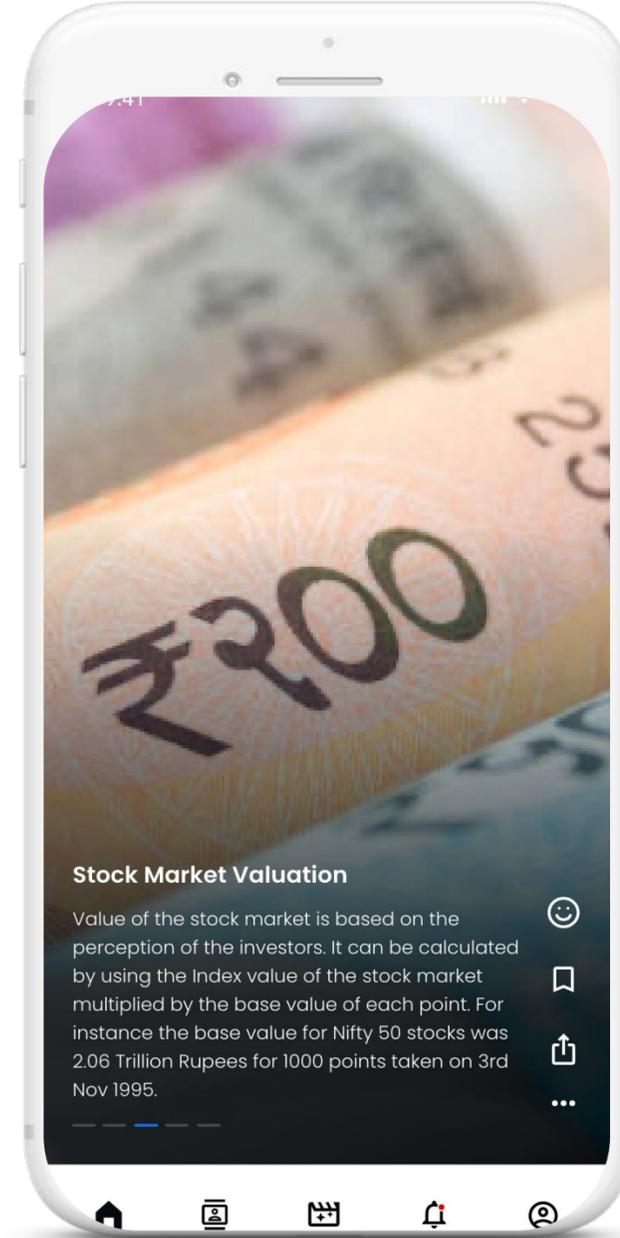
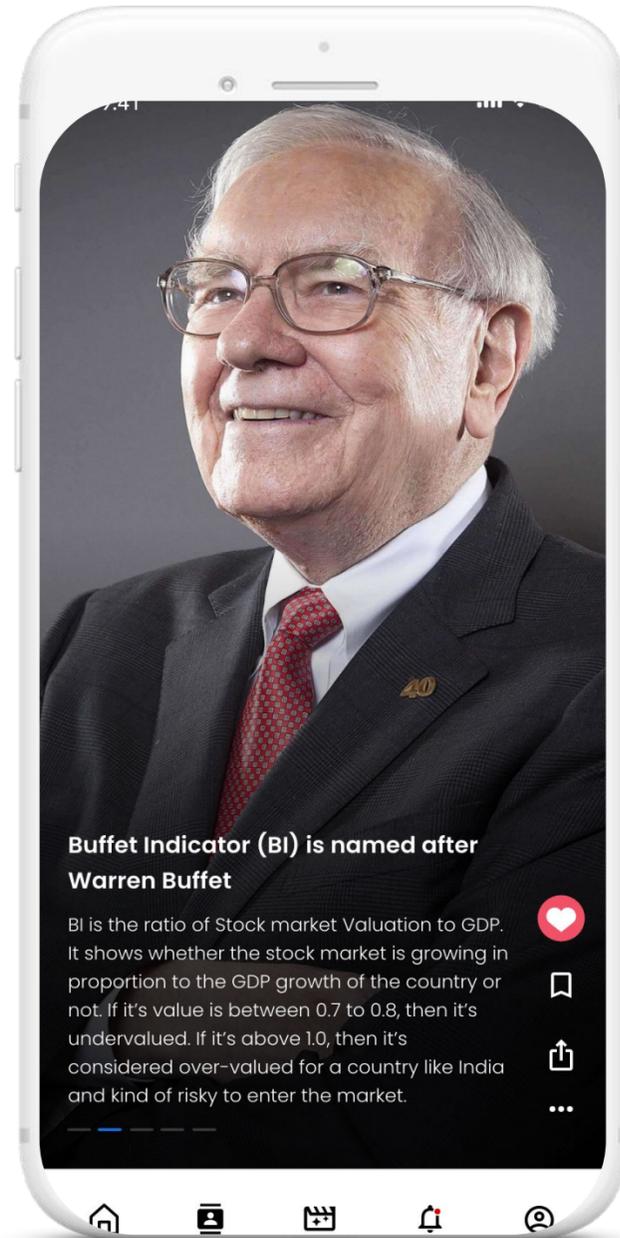
Miles Coin

A user would **earn Miles Coin** across the user journey for example, on completion of various profile sections and workshops.

Miles One- Visual Journey 1/2



Miles One- Visual Journey 2/2



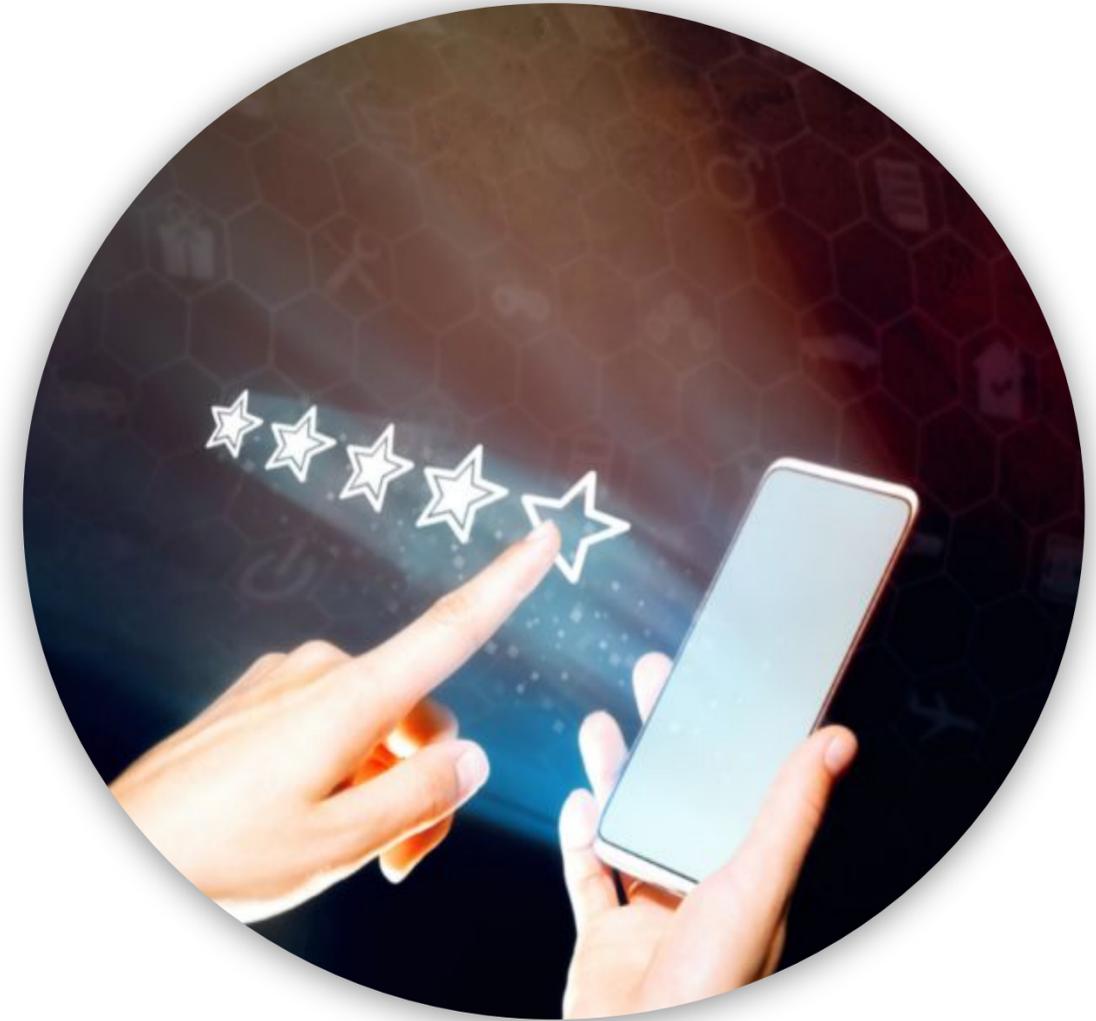
Technology Stack

APP NOTIFICATION FIREBASE	LIVE STREAMING ZOOM	PAYMENT GW RAZORPAY	UI (WEB) REACT JS	UI (MOBILE) FLUTTER	BACKEND PYTHON-DJANGO
REST API DJANGO-REST	WEB SERVER NGINX	DATABASE AWS RDS-POSTGRE SQL	STORAGE AWS S3	QUEUE AWS SQS	EMAIL AWS SES
SMS AWS SNS	MONITORING AWS CLOUDWATCH	REPOSITORY CODECOMMIT	OPERATING SYSTEM UBUNTU	CLOUD AWS	

Business Outcome

Streaming services require a massive amount of technology effort. Mantra proposed a more optimized solution- to use a reliable, robust, and established video content channel -Youtube for content creation. This has helped our client **reduce technology cost and effort.**

After the positive response of the Miles One App, Mantra is working on building more features for the app to give a more comprehensive experience to the users.



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About Us

We build **Intelligent Experiences**
That Matter for Global Enterprises.

125+
PROJECTS

250+
GEEKS

03
OFFICES

Key Partnerships



Key Clients



Every consumer
facing technology
begins with a
digital-first step.

Are you ready to take yours ?



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