



bowdark

CASE STUDY

Mobile-First Rewards for Contractor Loyalty

SUMMARY

Bowdark developed a contractor rewards solution that encouraged repeat product usage, strengthened channel relationships, and supported revenue growth through increased contractor participation and loyalty.

BUSINESS OVERVIEW

SIZE

~1,200 employees

INDUSTRY

Manufacturing

COUNTRY

United States

PRODUCTS & SERVICES

React Native, Azure, Salesforce



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CHALLENGE

Contractor participation in the loyalty program was limited because the existing portal wasn't mobile-friendly. Building partners had to remember to register warranties and take advantage of other program features once they got back to the office, rather than in the moment, on the job site. The platform also lacked key features the business needed to attract a broader audience of builders.

APPROACH

Bowdark worked together with the client to reimagine the entire loyalty program experience with a modern, mobile-friendly interface built on React Native and Azure, replacing a desktop-only portal that couldn't keep pace with contractors working in the field.

SOLUTION

Bowdark built a cross-platform solution providing seamless access for both mobile users (iOS and Android) and desktop users. The new experience unlocked powerful features for builders working in the field, including camera integration for on-the-spot warranty registration, push notifications to keep contractors engaged, and gamification features like points tracking. The simplified, modern interface was key to driving broader adoption of the program.

TECHNOLOGIES USED

 **React Native**  **Azure**  **Salesforce**

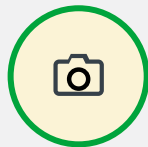
Outcome

The reimaged, mobile-friendly loyalty program significantly increased contractor engagement, as builders could now register warranties and take advantage of program features directly from the field.

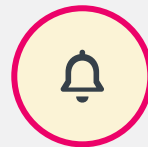
KEY FEATURES & BENEFITS



Cross-Platform Access



**In-Field Warranty
Registration**



Push Notifications



Gamified Points Tracking