AI-POWERED SUPER APPS: REVOLUTIONIZING CUSTOMER, EMPLOYEE, AND BUSINESS EXPERIENCES

Infosys®
Navigate your next

Embarking on the Super App Journey

Imagine having a single mobile or web app that does it all, offering a gateway to meet your needs in the digital world. That's the essence of a super app – a powerhouse application that combines a wide array of services and features under one roof. It evolved into a one-stop shop with micro apps for everything from chatting with friends to ordering food, managing finances, and even booking transportation. Enterprises across B2C, B2E and B2B sectors recognized the advantages of a super app and adopted it to consolidate their applications within a single framework while preserving individual identities as mini apps.

Users need to download just one app to get access to numerous services. This app allows a single sign-in to many apps and allows easy switching between apps without losing context and not having to manage multiple app notifications. The organization offering the super app also benefits; it now has a swifter way to reach customers and enhance their stickiness and loyalty while reducing development and maintenance costs. Not only that, but they also have an opportunity to cross-sell and upsell owing to a strong digital presence. The ability to gain analytics insights from the use of multiple apps helps personalize and align to customer needs in a significantly better way.

Super apps are making their presence felt in the business world, too. In the banking world where convenience reigns supreme, banks want to offer a singular, all-encompassing app—a true digital banking hub. They are turning to super apps to create a microcosm of a financial universe within which they can manage their accounts, transfer funds, pay bills, apply for loans and even trade in the stock market. Many more such scenarios are possible

in banking and other industries like healthcare, eCommerce, and even government sectors, as companies are keen to capitalize on this versatile platform.

What comprises the backbone of super apps?

The way a super app is set up is what makes it powerful. Its ecosystem is a digital network of interconnected businesses and services that are built around the central hub of the ecosystem, the super app itself. It provides users with a single platform to access a wide range of services. In addition, Mini apps are small, lightweight applications that run within the super app. Third-party developers typically develop them, and they are designed to offer specific features or services to users within the super app ecosystem, providing a seamless and integrated user experience.

Super apps rely on a combination of mobile and web technologies to create a native or a web or a hybrid app. The outcome is a feature-rich platform that offers convenience, personalization, and seamless integration of various services within a single app. The choice of technologies depends on the super app's specific needs, scale, and target platforms.

The versatility and impact of super apps can be boosted by introducing AI.

AI's Transformative Touch: Enhancing Super App Performance

AI can play a groundbreaking role in enhancing the functionality and user experience of super apps. By harnessing the power of AI, super apps can offer personalized services, streamline operations, and deliver intelligent recommendations, making them a must-have tool to improve business performance.

Here are some key areas where AI can amplify the performance of super apps:

Analyze usage patterns

In the enterprise context, a typical user accesses numerous apps, such as work platform and leave application, as part of their daily routine. A complete view of the user's activities and patterns is possible by analyzing data from all the apps they use, including the mini apps that comprise the super app. Using an analytics tool on this comprehensive data can significantly help improve HR policies and optimize processes. When AI is introduced to this mix, the level of analysis gets a considerable boost.

Compliance monitoring

A heavy-duty team supported by IT tools monitored enterprise policy compliance in the pre-AI scenario. AI can identify potential compliance violations, suspicious activities, and privacy breaches in real-time, allowing for timely intervention and reporting. AI reduces compliance-related risks and enhances the trustworthiness of the super app.

Language translations and regional/cultural sensitivity analysis

A super app comes loaded with several mini apps. It is possible that owing to language constraints, certain apps cannot be deployed in different countries. With AI comes the ability to dynamically translate into many languages, allowing seamless multi-language support in the super app.

Advanced search

Super apps consolidate numerous applications and content within their framework, which can result in content overload. Navigating and accessing the right content within a super app can be challenging without efficient management. AI-driven search functionalities beyond visual search offer more intuitive and effective content discovery within the super app ecosystem. This enhancement is especially valuable for businesses seeking to streamline content accessibility and improve user experiences within their super apps.

Hyper personalization

Personalized user experience is a given today, and it's no different for a super app. AI can provide a tremendous lift by deciphering usage patterns and dynamically displaying relevant micro apps or screens as users explore the super app. AI can even help create shortcuts to frequently accessed pages as the user navigates the super app. This level of hyper-personalization holds substantial business value, ultimately enhancing user engagement and satisfaction.

In-App personalization

In a super app, AI-driven in-app personalization means tailoring the user experience with widgets, even creating them dynamically, by analyzing their preferences and behavior. This dynamic approach ensures that users encounter content and features that resonate with their individual preferences, fostering user engagement and satisfaction within the super app ecosystem. Moreover, the app can create shortcuts from other apps and dynamically generate widgets with AI, enhancing effectiveness and engagement and providing users with seamless, self-customizable experiences. This hyper-personalization also opens up new marketing and selling opportunities, especially in retail super apps, where analytics play a significant role in understanding user behavior and preferences across multiple integrated apps.
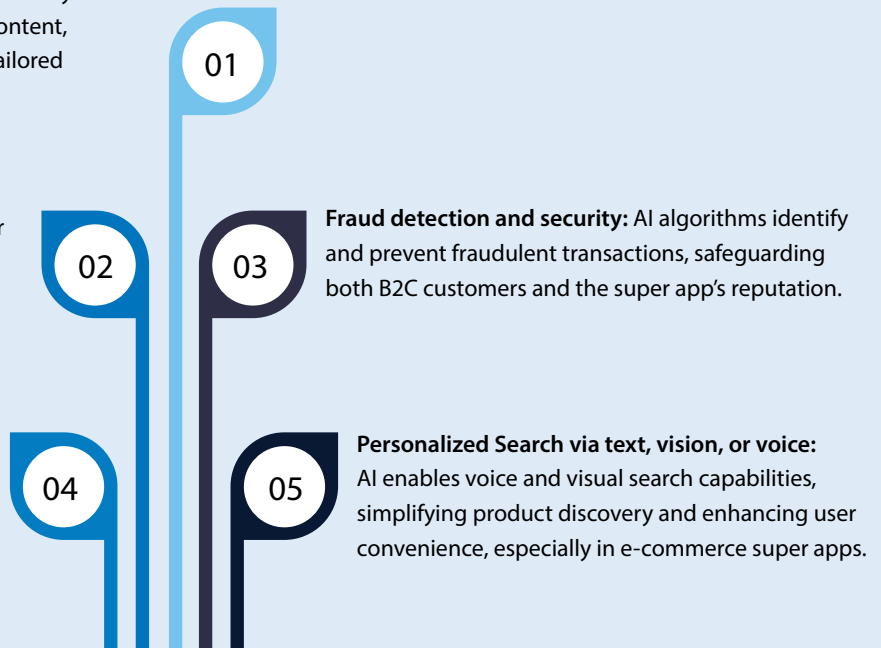
A multipronged approach

AI can significantly enhance super apps' ability to serve different customer segments more effectively by adding value in ways that best suit that segment. See how it can serve the unique needs of each segment.

B2C

Personalized recommendations: AI-driven algorithms analyze user data and behavior to offer highly personalized content, product recommendations, and services, creating a tailored experience for each B2C customer.

01

Natural Language Chat and Virtual Assistance: AI chatbots and virtual assistants provide 24/7 customer support using natural language to interact, address queries, assist with purchases, and resolve issues promptly, improving customer satisfaction.

02

03

Fraud detection and security: AI algorithms identify and prevent fraudulent transactions, safeguarding both B2C customers and the super app's reputation.

Dynamic Pricing: AI adjusts prices in real-time based on demand, competitor pricing, and other factors, maximizing revenue and offering customers competitive rates.

04

05

Personalized Search via text, vision, or voice: AI enables voice and visual search capabilities, simplifying product discovery and enhancing user convenience, especially in e-commerce super apps.

By harnessing AI technologies, super apps can create a more personalized, efficient, and engaging experience for their B2C customers, ultimately boosting customer satisfaction, loyalty, reputation and revenue.

A shopping genie at a retailer – how it can play out in the real world

This app shows the customer products like a virtual store assistant by adapting to customer preferences and context. It suggests items that excite the consumer, all thanks to AI analyzing their past choices. Plus, it monitors market trends, ensuring they get the best deals. Besides, the customer can get assistance or find something by showing a picture. This AI-driven super app makes shopping a delight, boosting sales, making customers smile, and keeping retailers ahead.

B2E
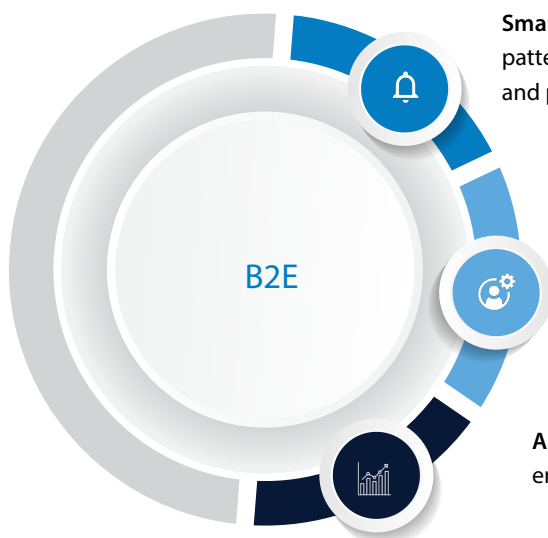
Smart notifications and suggestions: AI can analyze employee data, including work patterns, preferences, and historical interactions, to provide role-specific alerts, reminders and personalized recommendations.

Content personalization: AI-driven content personalization is essential for keeping employees engaged and informed. It can enable customized content recommendations, tailored training, and dynamic dashboards based on employee interests.

Analytics: AI-powered analytics within the super app generate real-time insights into employee performance, productivity, engagement and other relevant metrics.

The outcome is an empowered, happier employee and a more efficient and productive workplace.

The secret sauce to employee engagement - how it can play out in the real world

In a bustling corporate world, a cutting-edge super app uses AI to revolutionize employee engagement. Within the AI-infused super app, employees are greeted daily with a personalized to-do list intelligently crafted to suit their workload and priorities. A virtual assistant stands ready, offering round-the-clock HR support and efficient meeting scheduling. AI also plays a pivotal role in fostering professional growth by pinpointing skill gaps and recommending tailor-made training programs. Collaboration among teams is seamless thanks to AI-driven chatbots, simplifying communication and document sharing. Furthermore, the app acts as a morale booster, actively collecting feedback, assessing employee sentiment, and celebrating achievements.

By embracing AI, the super app cultivates a dynamic work environment where productivity soars, skills flourish, and employee satisfaction thrives.

B2B

- **Predictive maintenance:** AI can provide predictive maintenance solutions by analyzing equipment data and historical performance. It can send timely alerts when maintenance is needed, eliminating costly downtime and repairs.

- **Inventory management:** Efficiency in this area can get a massive boost as AI support can forecast demand, optimize stock levels, and automate reordering for efficient supply chain management.

- Image recognition: AI ensures product quality through quality control, tracks inventory visually, and streamlines document processing.

These AI-driven features enable businesses to reduce operational costs, minimize downtime, and improve supply chain efficiency, increasing productivity and profitability.

On the path to operational excellence - how it can play out in the real world

A forward-thinking manufacturer taps into the power of AI within its super app to redefine efficiency and strengthen partnerships. Through AI-driven analytics, the app offers real-time insights into supply chain performance, optimizing logistics and inventory management with precision. Predictive maintenance capabilities of the app ensure seamless machinery operation, significantly reducing downtime and production delays. The integration of image recognition expedites quality control, empowering rapid decision-making. Furthermore, AI-powered chatbots efficiently handle customer inquiries, ensuring top-tier service. In effect, discrete functions such as AI-driven analytics, predictive maintenance, image recognition and chatbots are housed in a single app, making it easier for the manufacturer to amplify customer satisfaction.

The super apps ecosystem allows companies to publish updates to their mini apps seamlessly based on the evolving market conditions and thus boost efficiency and resilience. In addition, the strategic incorporation of AI has further elevated operational efficiency and fortified customer relationships, positioning the company as a formidable force in a competitive market.
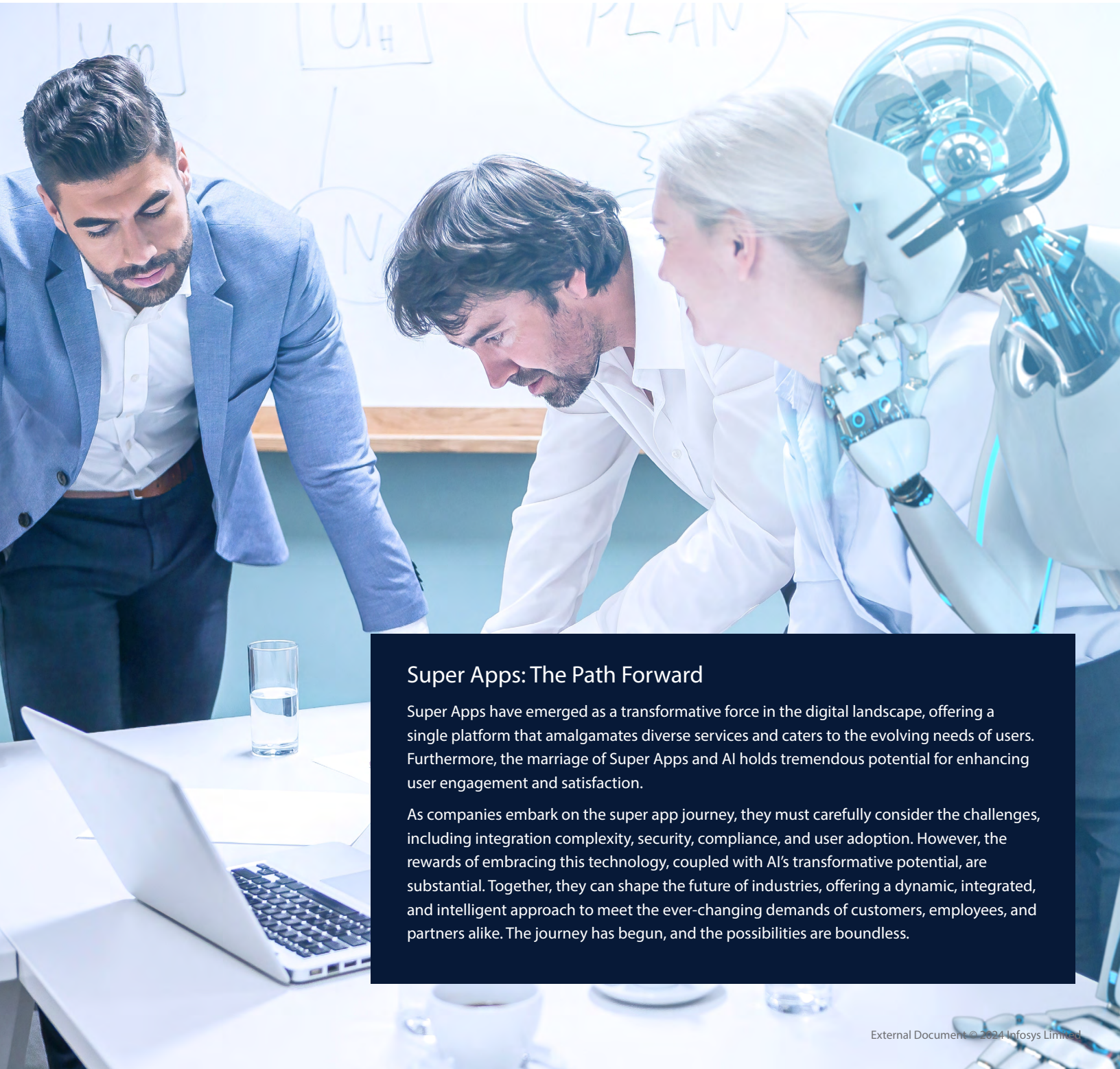
Super Apps: The Path Forward

Super Apps have emerged as a transformative force in the digital landscape, offering a single platform that amalgamates diverse services and caters to the evolving needs of users. Furthermore, the marriage of Super Apps and AI holds tremendous potential for enhancing user engagement and satisfaction.

As companies embark on the super app journey, they must carefully consider the challenges, including integration complexity, security, compliance, and user adoption. However, the rewards of embracing this technology, coupled with AI's transformative potential, are substantial. Together, they can shape the future of industries, offering a dynamic, integrated, and intelligent approach to meet the ever-changing demands of customers, employees, and partners alike. The journey has begun, and the possibilities are boundless.

Authors

Dr. Jithesh Sathyan

Jithesh is a Principal Technology Architect, working in the Digital Experience unit at Infosys.

Arun Sathyan

Arun Sathyan is a Senior Technology Architect with the Digital Experience Unit at Infosys.

Kavitha Valsala

Kavitha is a Principal Technology Architect with the Digital Experience Unit at Infosys.

Abhilash Unnikrishnan

Abhilash is a Digital Solution Specialist with the Digital Experience Unit at Infosys.

Infosys®
Navigate your next

For more information, contact askus@infosys.com

Infosys.com | NYSE: INFY

Stay Connected