

# Fairo: Simplified Banking, Reporting, and Bookkeeping for Individual Entrepreneurs

## The Company

The client is an international bank that serves nearly 18 million customers throughout Europe. Fairo, their all-in-one mobile app, is purpose built to help freelancers and SMB owners easily manage business operations like invoices, payments, bookkeeping, and tax reporting on the go.

## The Challenge

The Fairo mobile app helps users manage all financial operations from a central hub. To improve UX and drive user adoption, they asked the Customertimes product team to rework the app to align with current market requirements. We were tasked with gamification of the existing onboarding process to make it easier for users to navigate the verification steps required by law.

## The Solution

We utilized two development teams, each with their own React Native and Java/Kotlin developers, QA engineers, Business Analysts, and Scrum Masters. We also provided an Automation QA team to help with automation testing. Our specialists worked closely with the client's Product Management specialists to keep PROD running smoothly.

Throughout the build, the team followed an A/B testing approach to track usage and properly define and improve the desired UI/UX. To simplify onboarding, we implemented DIIA APP to handle user verification, resulting in a 50% reduction in time required for document verification.

## The Implementation

Now, the client has a fully functioning mobile app and a Product Roadmap for future feature development.

Fairo offers:

- Bookkeeping – easily track, send, and manage invoices and payments
- Tax reporting – quickly determine how much to pay and where to send payments
- Digital onboarding – add new clients, complete required documents, and collect signatures in the app

## The Details

**50%**

reduction in time required for document verification

**Available**

in the App Store and Google Play

**6**

new functionalities for end users

**3**

teams, including Onboarding, Non-Banking, and Automation QA



With the help of Customertimes, Fairo is better and more reliable, and we've significantly improved the user experience. The CT team was fully involved in every step of the process, and we've already asked them to work with us again to develop a new mobile banking app for one of our major markets.



*Product Manager*