LiveSwitch

Case Study

Client

Online Dating Company Develops Their "Dream App" with LiveSwitch Cloud

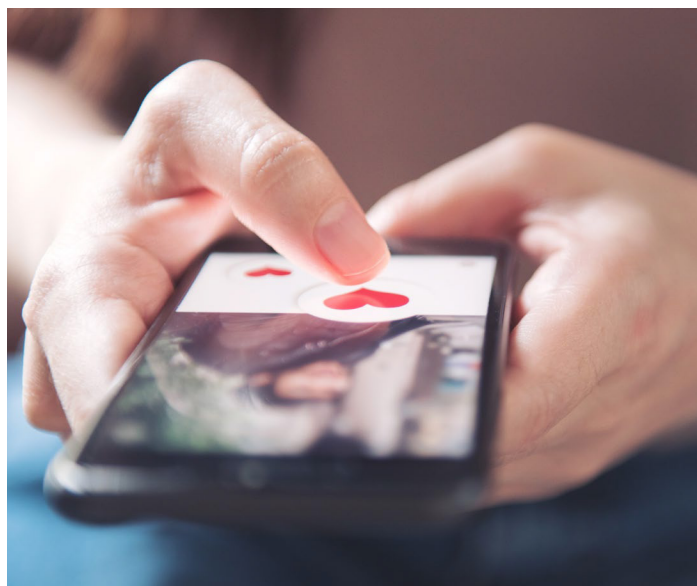**Anonymous**

Overview

COMPANY
An anonymous privately-owned niche online dating company with approximately 1,000,000 users, currently operating from 3 offices in 2 countries.

GOAL
Increase their dating app's revenue per user across all markets with new interactive features while simultaneously overcoming concurrency limits and enabling a roadmap to growth.

SOLUTION
Enhance their existing iOS and Android dating app leveraging LiveSwitch Cloud's scalable infrastructure to add new interactive app functionality, streamline chat, and boost system interoperability.

The Challenge

The company's existing platform faced significant system limitations in the face of rising user subscriptions alongside dynamic industry trends. In order to achieve their growth objectives and remain competitive, the company recognized the key lay in rebuilding their platform with better real-time communications. "Our 'dream app' is one that can run on a flexible, scalable digital platform that drives cutting edge innovations and system efficiencies," shared one company technology executive, "The app needs to grow along with the company for us to extend our leadership in the dating-matchmaking industry."
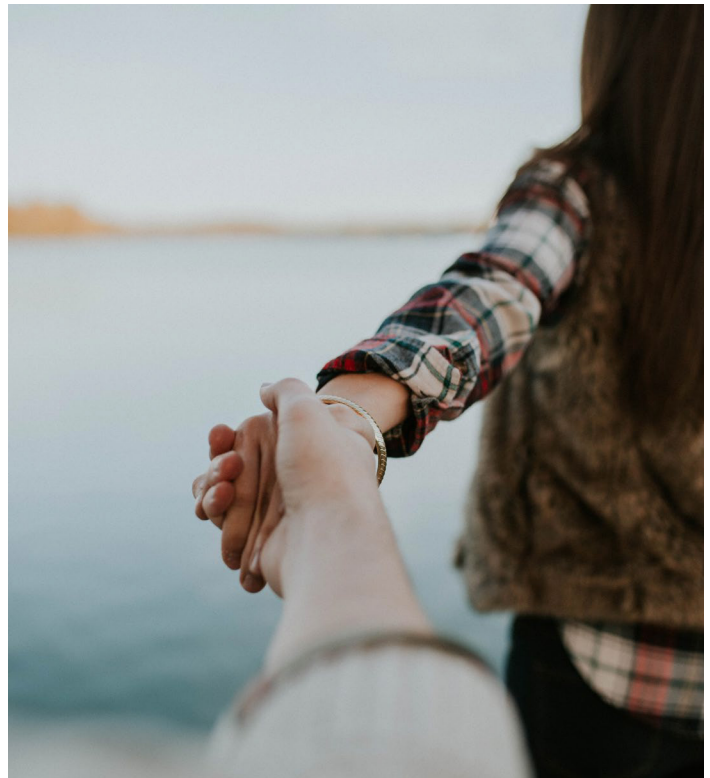
Shifting patterns in app user preferences have directly contributed to the eminent changes in user experiences. In a company survey to users, approximately 90% of the company's app users reported wanting to see more in-app features, including enhanced video chatting functions. Consequently, creating a platform that would offer users real-time interactions with low-latency, high-quality video sessions while allowing developers to implement new in-app features was the obvious next course of action.

"90% of users wanted more in-app features"

Meeting the perfect match

The company needed to find a solution that could provide the flexibility needed to support the unique requirements of the app. Knowing the long-term viability of their existing platform was questionable, it was imperative that the team actively procure a solution that could be made operational as soon as possible.

After extensive research, they unanimously decided on LiveSwitch Cloud. "LiveSwitch Cloud's flexibility and scalability, its multiple options for leveraging real-time data, along with the unbeatable pricing and support made it a clear decision for us," shared the Lead DevOps Engineer at the online dating-matchmaking company.

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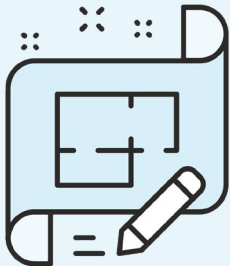
Lead DevOps Engineer

Switching to better

From the onset of the project in 2019, the team was impressed with LiveSwitch's inherent countless integration points. Utilizing these integration points and unparalleled media pipeline access provided the company's developers ultimate design creativity during creation of their new user experience. Additionally, positive change extended into everyday administration processes and administrator operability. The concise, easy-to-follow coding examples and the professional support from LiveSwitch translated into maximal efficiency in the project's execution.

Find out how LiveSwitch Cloud can enable online dating & matchmaking businesses to build enterprise-grade apps with flexible next-level video communications.

Key Challenges

Creative Development

OBJECTIVE
Developers must have access to an extensive library of capabilities to create and add new features quickly and easily.

SOLUTION
LiveSwitch Cloud's real-time technology was the cornerstone of a broad suite of new app features involving speed dating, group dating, moderator support, as well as an AI-based live video translation function.
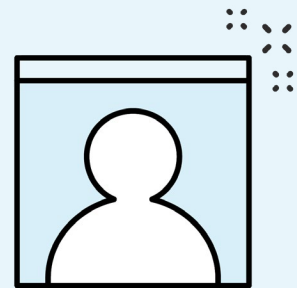
Enhanced Video

OBJECTIVE
The existing text/chat and video channels, which streamed separately within the company's existing platform, must be streamlined.

SOLUTION
Using LiveSwitch Cloud, these channels were consolidated under one product, providing simpler maintenance for developers while also minimizing cost (LiveSwitch's text/chat costs merely dimes per month!).

System Integration

OBJECTIVE
The platform must allow for easy integration of billing systems and optimization of administrative workflows.

SOLUTION
Real-time data analytics produced via LiveSwitch Cloud allowed administrators to upgrade backend workflows including pricing models which now reflect sub-second billing. Consequently, this enabled app users to control their spending and how active they are on the app.

Results

Since the release of their new platform in 2020, the company has reported a marked increase in user satisfaction and retention. The app's users can effortlessly customize their interactions, enjoy low-latency, high-quality video chatting while developing more meaningful, lasting connections with others regardless of language or location.

In an industry where user experience is essential to sustainable success, the company is experiencing a stable growth trajectory towards newly established corporate benchmarks.

Satisfied Users

✓ Users enjoy consistent engagement with flexible live video connectivity, a changing suite of dynamic features, and transparent billing.

Satisfied System Administrators

✓ Systems teams are able to leverage real-time telemetry and analytic data to offer users agile, responsive service from billing to technical support.

Satisfied Business Stakeholders

✓ Developers have a broad range of integration points that future-proof their product roadmap.

✓ Revenue officers gain the scalability they need to nimbly grow their user base beyond 1 million+ users.

✓ Project managers acquire app development capabilities that extend into everyday administrative workflows resulting in maximized cost savings and minimal project costs.

✓ Product owners win the ability to stay on-trend and respond quickly to industry changes, positioning the company to be a rising innovation leader.

LiveSwitch's flexible developer API and SDKs power some of the world's most iconic platforms. **Get started today.**