

CASE STUDY



# Quick Exchange

Digital Transformation for a  
Leading Money Exchange

[www.zoondia.com](http://www.zoondia.com)



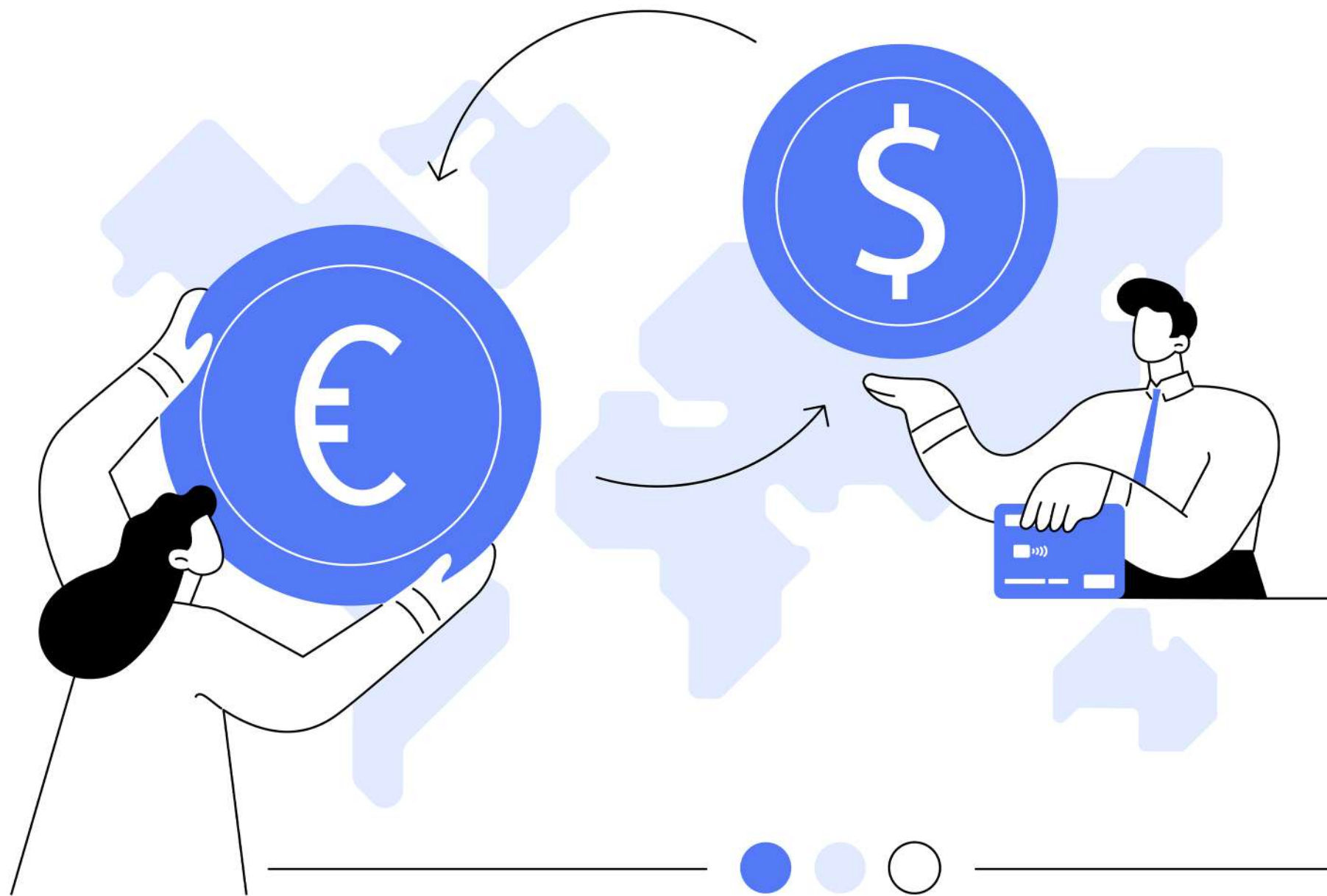
# Quick Exchange

Category : **Money Exchange**

Location : **Qatar**

## Business Background

A renowned money exchange company in the GCC region faced significant challenges during the COVID-19 pandemic. Their traditional operations, lacking a user-friendly online platform, became an obstacle to business continuity. This case study highlights the challenges, solutions, and measurable benefits achieved through digital transformation.





## Challenges

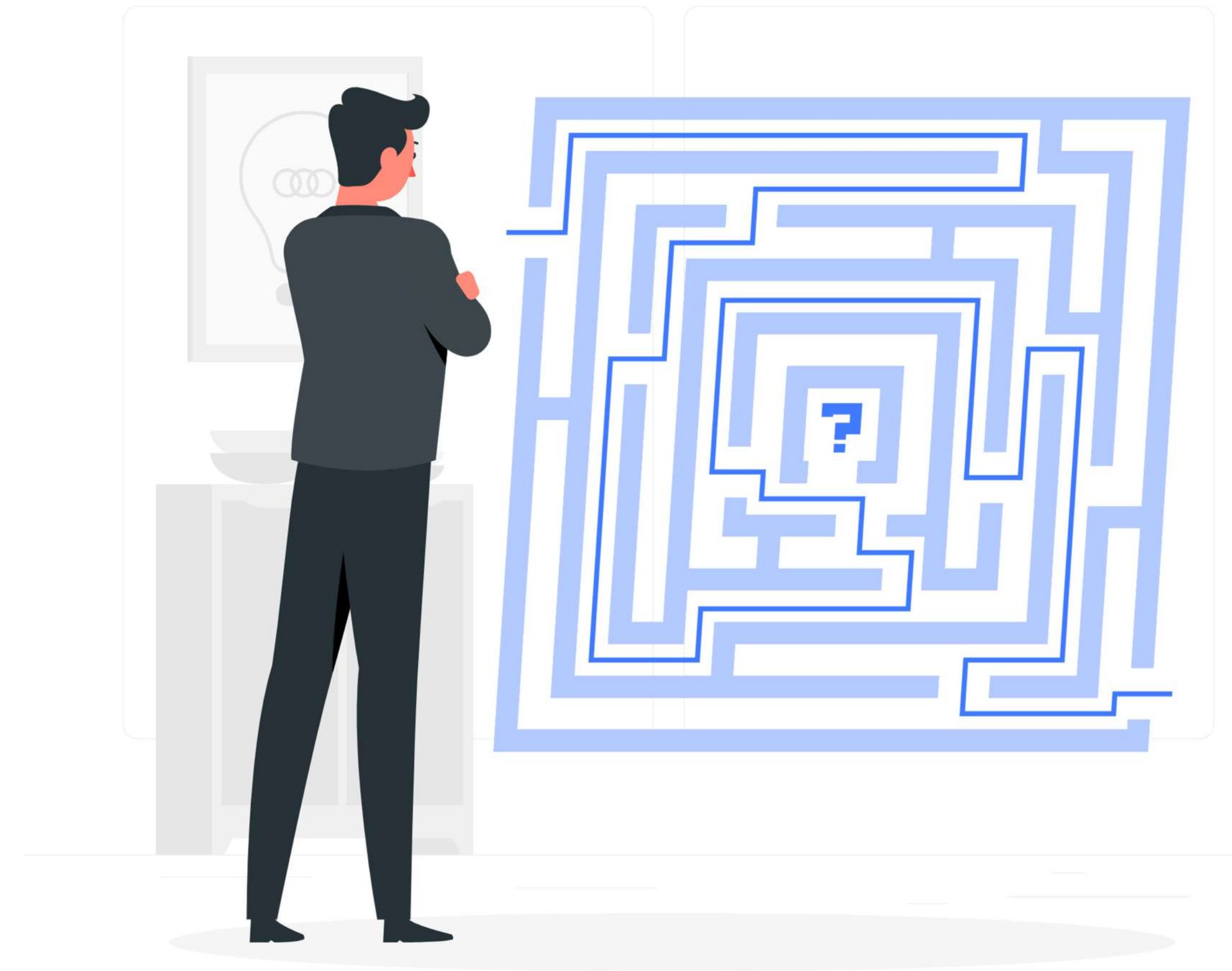
- **Lack of Online Accessibility**

The company lacked an intuitive online platform for money transfers, relying on physical outlets before the pandemic.
- **Operational Disruption**

COVID-19 lockdowns and restrictions hindered their ability to serve customers through traditional methods.
- **Customer Retention**

Competitors offering online services posed a risk of customer loss to more digitally advanced alternatives.
- **Scalability and Efficiency**

Manual processes at physical branches were inefficient and unable to scale to handle high transaction volumes.





## Approach

### Understanding the Problem

We conducted research to identify the company's core challenges and growth opportunities. A key need was a user-friendly digital platform that integrated with their existing systems.

### Designing the Solution

We proposed and developed a solution that included:

#### **“Web and Mobile Application”**

Enabling seamless money transfers to listed countries, 24/7 accessibility, and transactions without a sender's bank account.

### Implementation

Our team implemented:

- ▶ Web Application
- ▶ Backend System
- ▶ iOS and Android Applications
- ▶ System Integration









Send money online to anywhere, anytime

Login to your Account

Qatar ID

Password

LOGIN

Forgot your password?

REGISTER NOW

Currency Rate

Today 27 March 2020 1.00 QAR =

INDIAN RUPEE 20.31 INR, SRI LANKAN RUPEE 51.13 LKR, PHILIPPINE PESO 13.86 PHP

Currency Converter

1000 QAR = 20307.117 INR

View Branch Locator

Rates are updated every 24 hours. Rates are indicative and subject to change. Contact our nearest branch for the latest rates.

ABOUT COMPANY

giving future to your investment

simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s...

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s...



How It's Work

simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's

Four-step process: 1. Register for free, 2. Choose an amount to send, 3. Add recipient's bank details, 4. Verify your identity.

What customers say about Us

Lorem ipsum dolor sit amet, consectetur

simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s.

Branches Near You

Total 5 branches across Qatar

Branch details for Al Gharaffa: Inside Lulu Hypermarket Al Gharaffa, Shop No:15 P.O.Box: 1453, 521 548 486, Saturday - Thursday 08.00am to 11.00pm.

9:41

Dashboard

Qatar Riyal 1 QAR 19-03-2020

20.38 Indian Rupee

BANK TRANSFER CASH PICK UP

Beneficiary Account + Add

Fazeela Ibrahim Send

1234567890123456789012345678901234567890

Bank Name: IBIB Bank of Qatar, Relationship: Daughter

Fazeela Ibrahim Send

1234567890123456789012345678901234567890

Bank Name: IBIB Bank of Qatar, Relationship: Daughter

Fazeela Ibrahim Send

1234567890123456789012345678901234567890

Bank Name: IBIB Bank of Qatar, Relationship: Daughter

9:41

Payment Status

PAY AMOUNT 2700 QAR

Account Number 5564 - 5148 - 2586 - 2485

Name: Khalifa AlJaziri, Status: Cancelled

Download Receipt

Date: 10 Jan 2020

Contact Number: +974 524 485 2569

Bank Name: Lorem Ipsum

Location: Lorem Ipsum Dummy

Upload Additional Details

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s...

Upload File

9:41

Payment

TODAY 19 MARCH 2020

1 QAR = 20.38 INR

Enter Amount 1000 QAR

Enter Amount 20595.58 INR

Transaction Details

Business Income

Purpose of transfer

Account Number

5564 - 5148 - 2586 - 2485

Name

Khalifa AlJaziri

Screenshots



## Preferred Industries

### ● Money Exchange and Financial Services

Ideal for companies offering cross-border and domestic money transfer services.

### ● Retail Banking

Banks seeking to provide faster and more user-friendly remittance solutions for their customers.

### ● Travel and Tourism

Facilitates currency exchange and money transfers for travelers, making transactions convenient.

### ● E-Commerce

Enables merchants to process payments across borders efficiently and securely.

### ● Corporate Sector

Assists multinational corporations in managing cross-border transactions and payroll for remote teams.

### ● Non-Governmental Organizations (NGOs)

Helps NGOs handle donations and fund transfers globally.

### ● Freelance and Gig Economy Platforms

Provides a reliable way for freelancers and gig workers to receive payments in their preferred currency.



## **KEY TAKEAWAYS**

This collaboration demonstrates the importance of embracing digital solutions to address business challenges. By developing a tailored online platform, we helped the company overcome pandemic-related obstacles and achieve sustainable growth. This case highlights our commitment to delivering innovative software solutions for businesses worldwide.





Zoondia, 33 Level, Al Saqr Business  
Tower, Sheikh Zayed Road, Dubai  
Ph: +971 50 272 8681



CR - 152802 Office 703, 7th Floor,  
Building 5, Street 905, Mushaireb, Doha,  
P.O.Box: 16742  
Ph: +974 5511 0799



71-75 Shelton Street, Covent Garden  
London WC2H 9JQ  
Ph: +447376579575



### **Florida**

Zoondia LLC  
4099 LA PLAYA BL VD, Coconut Grove,  
Florida, USA 33133

### **Texas**

276 State Highway  
16 S #284, Bandera TX 78003  
Ph: +1 786 802 5370



### **Trivandrum**

T-2, 7th Floor, Thejaswini, Technopark,  
Trivandrum - 695 581  
Ph: +91 4714017676

### **Calicut**

Sahya Building, Cyberpark,  
GA College PO, Calicut - 673014, Kerala, India  
Ph: +91 495 243 5011