



## Daily online newspaper reaches readers anywhere, anytime with personalized app

### The client

This leading English daily newspaper, published from India, is dedicated to comprehensive coverage of national and world happenings. They have set a benchmark for high-quality journalism and present a variety of well-informed views on state, national and international issues on their opinion pages.

**Industry:** Media

**Based in:** India

### Solution elements

RWS Technology Services: Application Development Services and Support

Engaging readers on the go with a mobile app and personalization – enabled by RWS Technology Services – proves to be the key to this newspaper's growth.

### The challenge

Looking for better ways to reach their readers and deliver the news content they expect, the client was looking for a partner to create a native mobile app. This app would deliver daily newspaper content across multiple phone and tablet devices and platforms.

Personalization was a major part of this initiative, since it is known to increase customer satisfaction and loyalty.

### The solution

RWS created a dynamic, all-inclusive news app that supplies smart assistance to online readers who are often on the go. The app is backed by a content management system (CMS) that allows seamless content addition and delivers efficient, real-time news updates to readers.

The focus of the solution was the mobile app personalization engine. The engine leverages data from users and recommends custom news stories based on their reading preferences or location (geo-personalization). Push notifications maximize engagement by giving readers the option to mark tabs on news, based on their interests. The engine saves readers time by no longer having to scroll and search through articles that are outside of their areas of interest.

Advanced AI and machine learning records reader preferences and behavioural reading habits, including articles read, reading time, reactions, shares and saved articles. The data collected enables better personalization over time and the ability to deliver more relevant content, such as 'you may also like' recommendations.

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### Technologies used

- Linux
- Apache/Nginx web server
- PHP
- Drupal 8
- Node JS
- MySQL 5.x
- Mongo DB
- iPhone and Android Platforms

The app also gives users alternative ways to interact with news content on the go. They can download articles and read them offline – very handy if you can't rely on internet connectivity. A 'lite view' feature helps with access and reading when connectivity is slow. And users can even listen to news rather than reading it.

### The results

The client achieved positive results throughout the customer lifecycle:

- **Customer acquisition** increased with access to news on the go.
- **Customer engagement and retention** improved thanks to personalization and content curation, with news tailored to reader interests and smart recommendations based on comprehensive user data.
- **And conversion rates and revenue** also rose, thanks to simplified news discovery and selections, as well as the improvement in engagement.

## For more on our custom development services

[rws.com/application-and-development-support](https://rws.com/application-and-development-support)

### About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

For further information, please visit: [www.rws.com](https://www.rws.com)

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