



2026 ICASE STUDY | NETWORK SCIENCE

REVOLUTIONIZING HOSTING SERVICES THROUGH CUSTOMER-CENTRIC INNOVATION

Overview

1.

A retail giant sought to transform its hosting services from a purely technical offering into a community-driven platform that built long-term customer loyalty. Research revealed users wanted more than infrastructure — they wanted discovery, connection, and personalized experiences.

Solutions & Strategy

2.

Transformed a traditional hosting platform into a personalized, community-driven digital ecosystem that increased user engagement, knowledge sharing, and long-term customer loyalty.

Solution

Progressive Web App

Community Engagement Features

Personalized Recommendations

Collaborative User Ecosystem



4.

- Deeper customer understanding enabled the client to refine products around actual user needs.
- Significant increase in community engagement, with users returning for knowledge and networking – not just hosting.
- Customer loyalty strengthened as users viewed the platform as a trusted long-term partner.

Result

↑ 35%

User Engagement

↑ 30%

Customer Loyalty

↑ 25%

Platform Retention

By implementing a customer-centric mobile experience, the client significantly improved retention and engagement, establishing a new benchmark for innovation and service excellence in the hosting industry.