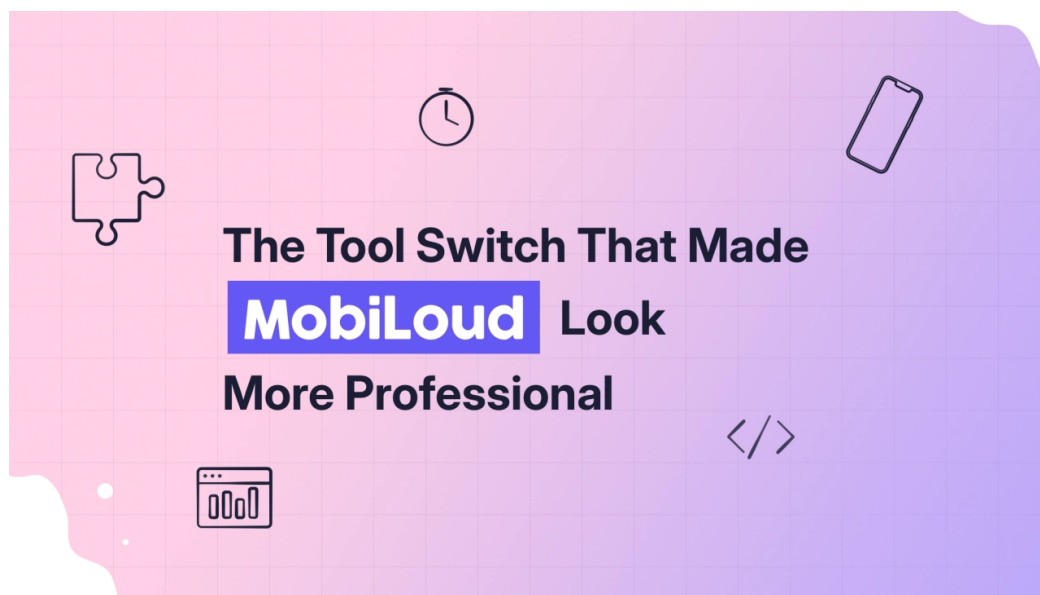


The Tool Switch That Made This Technical Agency Look More Professional

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We spoke with Vitor from MobiLoud about his 8+ year journey from customer support to product manager, and how one tool switch transformed their agency from looking scattered and unprofessional to way more professional—all in just one week. Check out the full interview below.

Running a technical agency often means juggling multiple tools to manage client projects, onboarding, and support. For MobiLoud, a specialized agency that converts websites into mobile apps for e-commerce brands, this juggling act was becoming a serious problem.

Despite using popular tools like Intercom, Trello, and WordPress, Vitor and his team found themselves looking unprofessional to clients. The culprit? **Customer information scattered across different platforms**, causing delays, confusion, and a disconnect in their service delivery.

Read on to find out how MobiLoud made the switch that transformed their operations and what other technical agencies can learn from their experience.

The business evolution: finding focus

Before MobiLoud could solve their operational challenges, they had to solve a more fundamental business problem: trying to be everything to everyone.

At some point, we were selling two different products. We decided to focus on one of those products. And from there, things started to change a bit more drastically.

MobiLoud converts websites into mobile apps using web views, positioning themselves between expensive custom development and DIY builders. The breakthrough came when they focused exclusively on e-commerce.

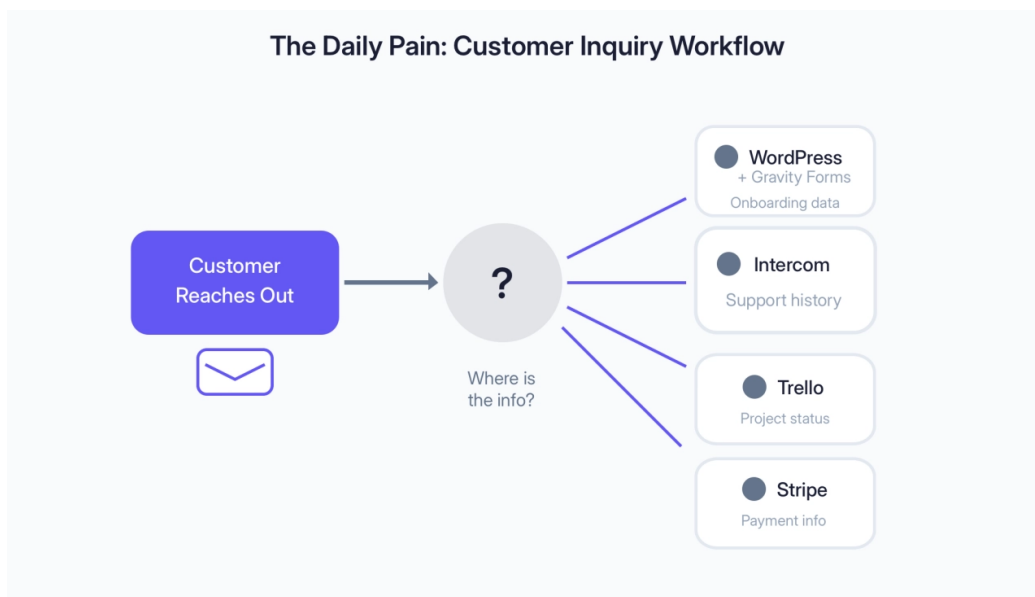
“We learned that e-commerce was the perfect use case for a platform like ours,” Vitor shares. E-commerce apps work seamlessly with their approach—payment systems are already built, product catalogs pull automatically from websites, and Apple/Google rarely reject apps selling physical products.

This strategic focus allowed them to become specialists rather than generalists, but it also meant their operational systems needed to handle complex, service-heavy workflows efficiently.

The scattered tools problem

With their business focus clarified, MobiLoud’s operational chaos became impossible to ignore. Despite using popular tools, their day-to-day operations were a nightmare.

“We were using some of the biggest tools out there,” Vitor admits. “You hear Intercom, this is a great tool, so everyone should be using it. I think even Trello, WordPress. So we thought we’re using something that is optimal because these are big tools and everything.”



scattered tools MobiLoud used before SPP.co

Every client question required checking three different platforms just to gather basic context. With ten team members using five tools at 10–15 GBP each, they were spending up to 750 GBP monthly on software that created more problems than it solved.

The final straw? “Many automations in Zapier stopped working, and troubleshooting those took time—time which could’ve been spent on taking care of the customers.”

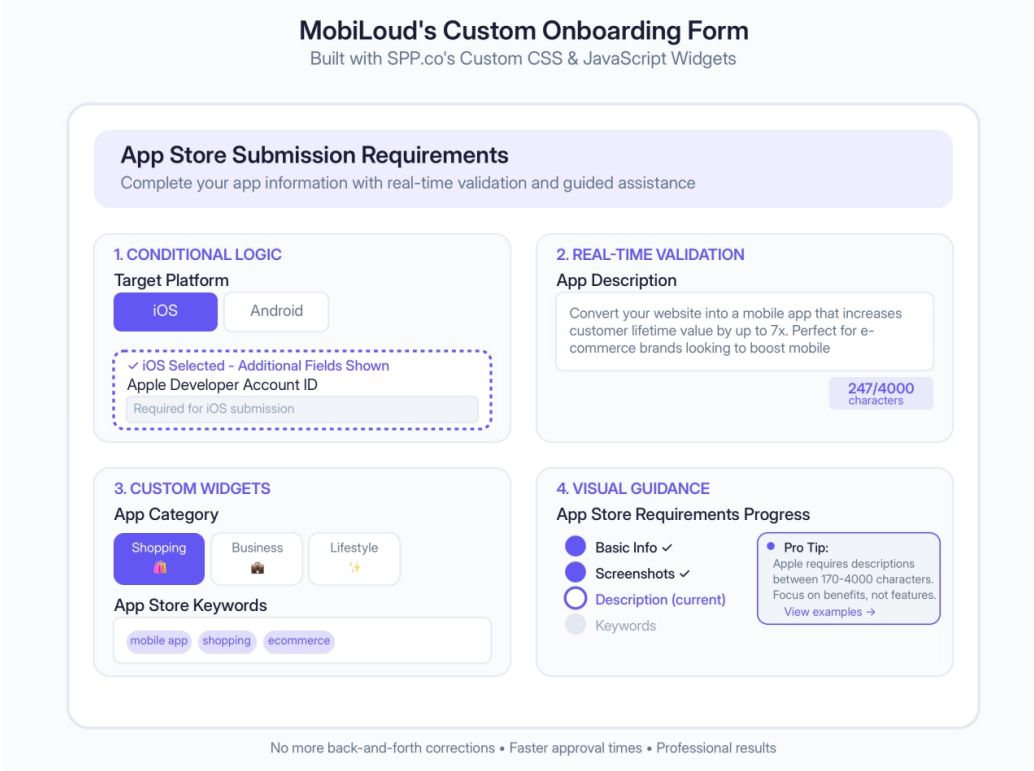
Customizing for complex requirements

Once everything was centralized in SPP.co, MobiLoud discovered they’d only scratched the surface of what was possible. The real breakthrough came when they tackled their biggest operational challenge: Apple and Google’s strict app submission requirements.

“Apple and Google, they have some very specific requirements when it comes to the information you’re providing,” Vitor notes. “For the app description, for the keywords, for the promotional text.”

Miss one formatting detail, character limit, or compliance requirement, and the entire app submission gets delayed. MobiLoud needed more than basic data collection—they needed intelligent forms that could guide clients through complex requirements perfectly.

“The moment we started using, like, the custom CSS, custom JavaScript widgets, in the onboarding form, we figured, okay, yeah, this is perfect,” Vitor explains.



MobiLoud's Custom Onboarding Form
Built with SPP.co's Custom CSS & JavaScript Widgets

App Store Submission Requirements
Complete your app information with real-time validation and guided assistance

1. CONDITIONAL LOGIC

Target Platform

☒ iOS ☐ Android

✓ iOS Selected - Additional Fields Shown

Apple Developer Account ID
Required for iOS submission

2. REAL-TIME VALIDATION

App Description

Convert your website into a mobile app that increases customer lifetime value by up to 7x. Perfect for e-commerce brands looking to boost mobile

247/4000 characters

3. CUSTOM WIDGETS

App Category

☒ Shopping ☐ Business ☐ Lifestyle

App Store Keywords

mobile app shopping ecommerce

4. VISUAL GUIDANCE

App Store Requirements Progress

- Basic Info ✓
- Screenshots ✓
- Description (current)
- Keywords

Pro Tip:
Apple requires descriptions between 170-4000 characters. Focus on benefits, not features. [View examples →](#)

No more back-and-forth corrections • Faster approval times • Professional results

MobiLoud's Custom Onboarding Form

“We can add all the logic. We can do everything we want with this form, and make sure the customer is providing the information exactly as we need,” Vitor explains.

Instead of spending hours going back and forth with clients to correct information, MobiLoud could capture everything correctly the first time. The onboarding form became a quality control system that prevented problems rather than just collecting data.

The one-week transformation

When MobiLoud discovered [SPP.co](#), they weren't immediately convinced. "We were a bit skeptical about getting into [SPP.co](#), like moving everything," Vitor explains. "More because, you know, it's a lot of work to move from too many tools to centralize everything in one single tool."

This reluctance is completely understandable. When you're already stretched thin managing multiple tools, a major platform migration feels like adding more work to an already overwhelming situation.

But the transformation happened faster than expected.

The moment we had everything set up, like, it was very clear in the first week, like, we made a really good choice here. Because now it's clear that all the information is going into the same place and everything's centralized.

Think about that timeline: one week to go from skeptical to convinced. This wasn't a gradual improvement—it was an immediate, obvious change in how their business operated.

"The time that it took for us to find information about the customers, to find the details we needed, like it got reduced drastically at that point," Vitor relates.

Remember the previous workflow: client reaches out → check Stripe → check Trello → check WordPress → piece together context. Now it became: client reaches out → everything needed is in one place.

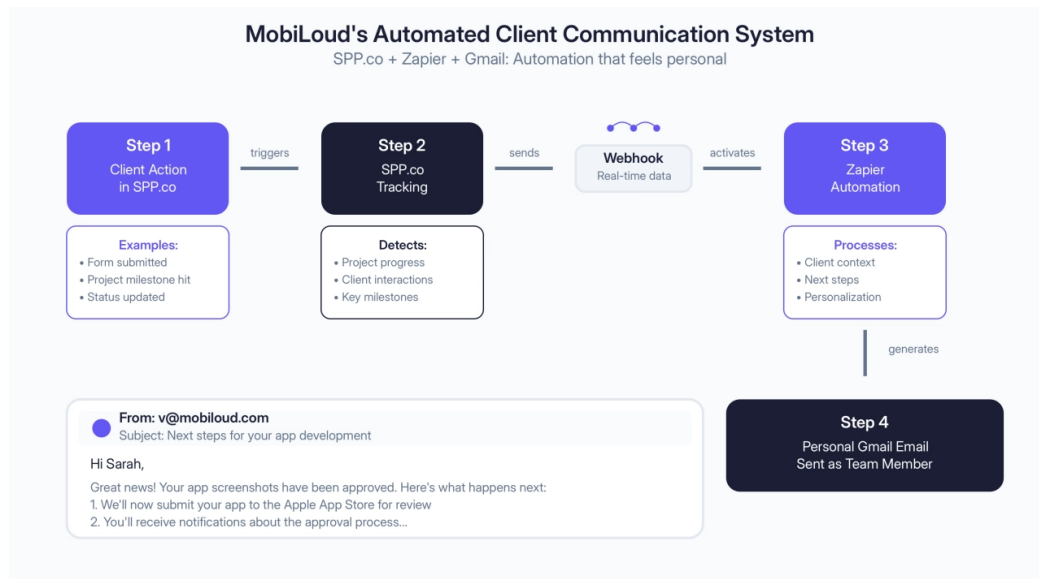
The takeaway? Don't let the hassle of switching platforms keep you stuck with systems that aren't working. Sometimes the short-term pain of migration saves you years of daily frustration.

Building their current system

MobiLoud's service requires significant client involvement—registering for developer accounts, providing app store copy, coordinating multiple steps over weeks. Their solution combines automation efficiency with personal communication.

“We integrated with Zapier, we started using the webhooks to trigger automated emails to customers, notifying them about like, here’s the next step, then what’s to come next,” Vitor explains.

The clever twist: automated emails that don’t look automated. “We try to make them look as personal as possible. So they go out from Gmail accounts, like as ourselves.”



MobiLoud's Automated Client Communication System

This creates a continuous feedback loop where clients stay informed throughout their project without feeling like they’re talking to a robot. SPP.co tracks project progress → webhooks trigger at key milestones → Zapier sends contextual emails → clients know exactly what to do next.

For technical agencies, this solves a fundamental scaling problem: you can’t personally email every client about every step, but you also can’t let them feel abandoned in a complex process. MobiLoud’s approach gives them the efficiency of automation with the trust-building power of personal communication.

Results and transformation

The transformation went far beyond operational efficiency—it fundamentally changed how professional MobiLoud appeared to clients.

“[SPP.co](#) enabled or allowed us to do something that saved us so much time and made us look way more professional than before,” Vitor explains.

What professional actually means:

- cohesive client experience in one portal
- consistent communication and file organization
- reliable, predictable workflows
- immediate responsiveness without information hunting

Finding SPP was a big change for us because it made us look more professional, enabled us to do things we were not able to do before, with all the information in one single place and being able to use workflows, automated workflows.

Most importantly, the transformation gave MobiLoud confidence in their operations. “It’s really what has allowed us to scale as much as we have,” Vitor concludes.

Vitor’s advice to technical agencies

Looking back at MobiLoud’s 8+ year journey, Vitor has clear advice for other technical agencies struggling with similar challenges.

“My suggestion is find a tool that works well for you and that you can work with the company behind the tool to make things work in the smoothest way possible.”

You’re picking a company that’ll work with you to get things right. Look for platforms that bend to fit how you actually work, not ones that make you change everything to match their setup.

Despite initial skepticism, benefits became apparent immediately. “We were a bit skeptical about getting into [SPP.co](#), like moving everything. But the moment we had everything set up, like, it was very clear in the first week, like, we made a really good choice here.”

Popular tools don’t equal effective tools for your business. “We were using some of the biggest tools out there. But then at some point, there were so many problems in that workflow, in that process that we had. Like so many gaps, I’d say.”

Practical steps for other agencies:

1. Audit your current tool stack and time spent moving information between platforms
2. Calculate true costs including operational overhead, not just subscription fees
3. Look for consolidation opportunities with platforms that support customization
4. Don't delay migration once you've identified the right solution

"Really, SPP.co enabled or allowed us to do something that saved us so much time and made us look way more professional than before," Vitor concludes. "That would be good advice."

Closing thoughts

MobiLoud's transformation from scattered tools to streamlined operations offers a powerful lesson: your operational foundation directly impacts how professional you appear to clients and how effectively you can scale complex services.

What really stands out is how fast everything changed. They were skeptical about migration, but within a week they knew they'd made the right call. This happened because they moved from a fragmented system creating daily friction to a centralized platform that eliminated operational gaps.

For technical agencies struggling with similar challenges, MobiLoud's experience provides a clear roadmap: audit your tool stack, calculate the true cost of fragmentation, find a platform partner willing to support your needs, and don't delay the migration.

The transformation happens faster than you expect, and the benefits—improved professionalism, operational efficiency, and scaling capability—compound over time.

Interested in learning more about MobiLoud's website-to-app conversion services? Visit mobiloud.com to see how they help e-commerce brands create mobile apps that increase customer lifetime value by up to 7x.