squire

Copenhagen, Denmark-based company provides a service marketplace that facilitates the connection between freelancers providing their services and customers needing service help. @Naetionuses has now acquired Squire.
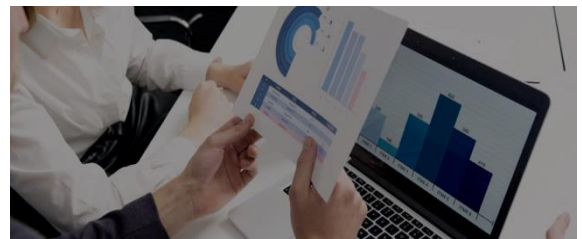
Design, develop and deploy an intelligent system for freelancers and customers to give an experience of true freedom and flexibility to work at their convenience and cost.

Engagement Overview

Crownstack engaged with Squire from 2020 to 2022 as a Product Engineering Partner to design, develop and deploy an integrated solution which connects customers and freelancers, including mobile, Admin and Web applications.

About the Customer

Squire is a service marketplace connecting customers and freelancers. Customers can explore a variety of service categories that they require assistance with and book them within minutes. Freelancers can provide their services, decide their rates, and be free to work whenever and wherever they please.

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Industry	IT Services and IT Consulting

Business Challenges

- Squire has experienced that many people around them have lost their jobs during Covid. They want to build a solution, providing people who have lost their income a means to earn a living at a time like this.
- Efficient access to services is something the Squire team believe the Danish economy lacks by facilitating new demand and supply for service jobs to stimulate the economy by creating a platform that encourages spending and income generation opportunities during a time of suppressed economic growth.

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Business Solution

Our product team, including design, development and management, worked with the Squire team to conceptualise the solution.

- Mobile applications were developed with features to ensure the process for freelancers and customers to overcome challenges of efficient service access and provider.
- Admin portals were developed to have one source of truth and to give a bird's eye view of all operational metrics.
- Web - Developed with features to ensure smooth day-to-day functioning.
- Customers have a single place to select a vast selection of categories. Browse through various freelancers and businesses looking to offer you their service expertise.
- Freelancers can work within a vast selection of categories. Offer the services they would like to work within. Work independently without a boss. Take control of their income and schedule.
- Rating freelancers and providing detailed feedback improves the experience for all customers. Suggest new service categories the user wants to see directly from within the app. Help Squire improve by being a member of our community. Get help within minutes from our built-in customer support.

Technology Stack

Backend	Nodejs
Frontend	ReactJs, HTML/CSS
Mobility	React Native mobile apps for Android and iOS
Workflow	JIRA, Slack, Github

Business Outcome

- The application solves the issues of finding work or getting help with any task for customers and freelancers.
- The customer can book services with a freelancer on a new, single, custom platform.
- Squire customer and freelance base has been increased in the application due to the app being intelligent and easy to navigate. It offers lots of options to take help with day-to-day chores. Not only did the freelancer from Squire do his task perfectly, but he also had a charming attitude.
- The customer was able to move quickly during the pandemic through differentiated offerings in services.
- Tightly integrated product engineering teams from Crownstack and the Leadership team from Squire were able to move quickly, which was crucial for Squire.

Further Links
Learn More About Crownstack's Offerings

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