

New mobile app launched by BPL MedTech

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The mobile app launched by BPL MedTech has bundled all products, specialities and services under one umbrella to help improve customer experience and convenience.



Promising its customers a neat user experience and ease of access to product information and videos, BPL MedTech recently launched a mobile application for both Android and iOS users.

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For starters, the product menu makes it easy for the users to find the product that best suits their needs. A user looking for a specific product, like a three-channel ECG machine, can directly go to the app, click on Products -> Electrocardiographs ->Three channel ECG and browse the features, images and videos.

There are links to product videos on usage and there is a link to download the brochure for future reference.

The app also has inbuilt capability to suggest products across specialties. For users who would like to browse and check products under one speciality, this tab comes in handy.

Medical technology being an industry where consumables and accessories play a huge role, BPL's service tab helps users understand all the accessories and consumables the company provides such as paper rolls, gels, electrodes etc.