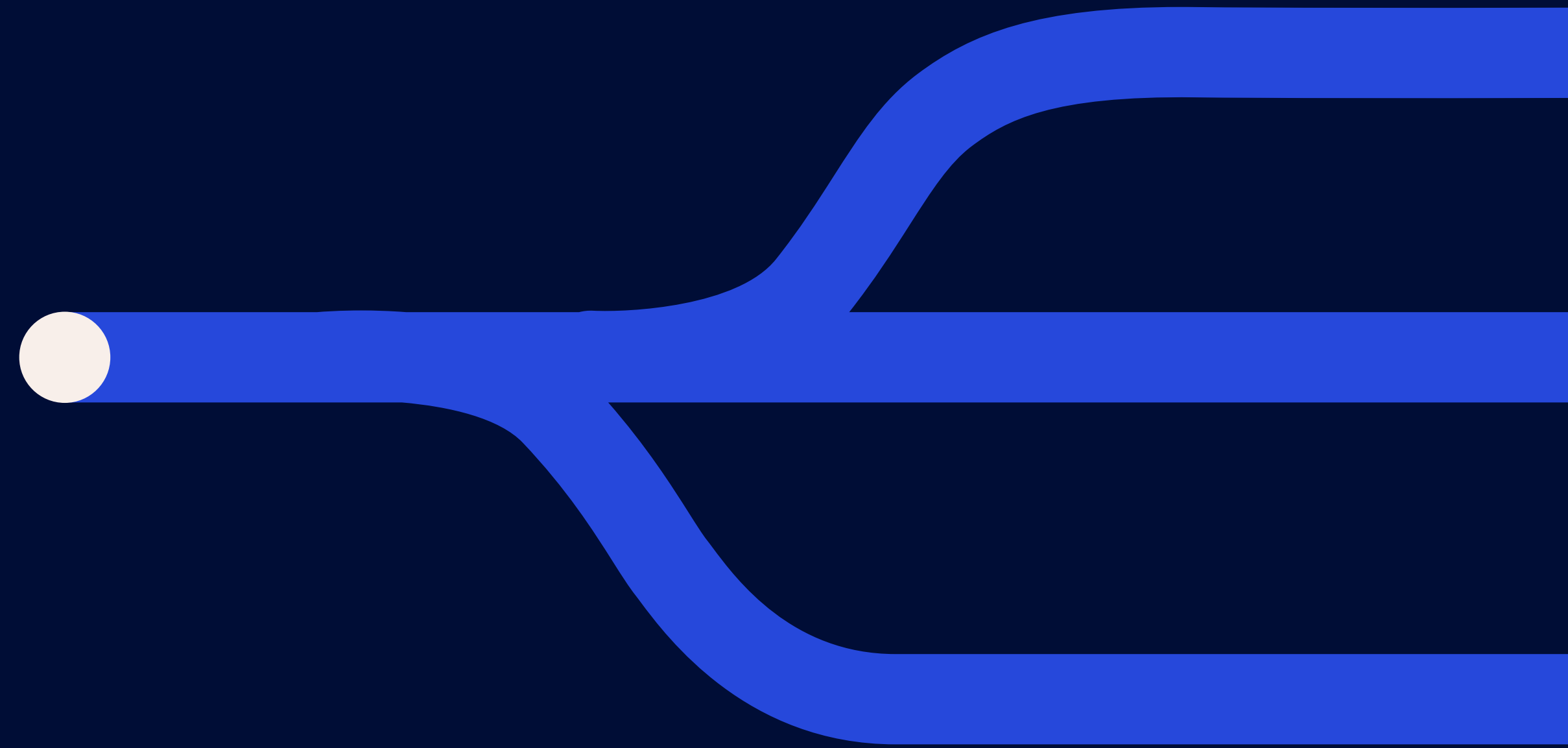


A seamless migration:

How Hobo migrated to Wunder Mobility's platform overnight



Wunder Mobility

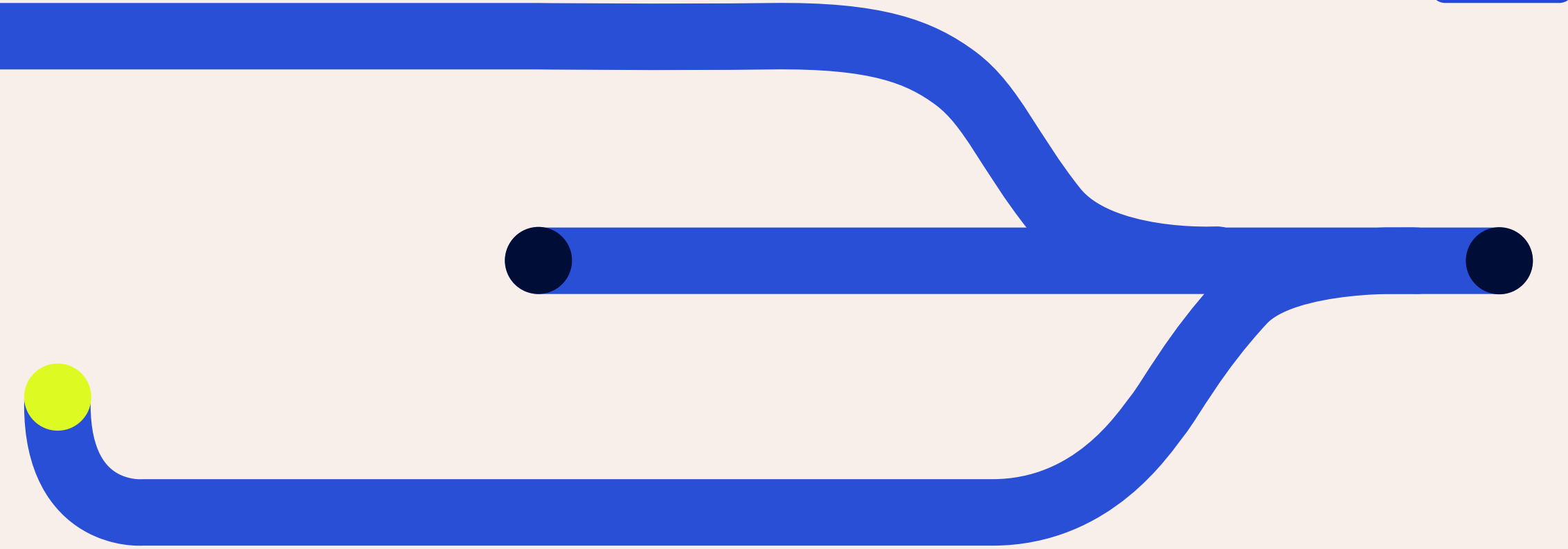




Hobo is a kick scooter sharing-service founded in 2019, with the mission to make city life effortless and fun for urban commuters. Located in Bulgaria, their fleet is composed of over 400 vehicles from two different manufacturers, OKAI and Acton.

Two-wheeled, easy, affordable and eco-friendly. The idea of Hobo started shortly after Teodor Rachev, CEO & Founder, returned from London. He had observed the mobility sharing market there and wanted to provide such opportunities in his hometown Sofia. Despite funding opportunities in the region being limited, Hobo launched and have since expanded – they currently operate in five cities across Bulgaria.

When Hobo launched in September 2019, Rachev was quick to realize that their opportunities were limited within the software solution they were using. Hobo needed more customization options to move forward with their growth plans.



In order to attend to these needs and scale as planned, Rachev considered migrating to a different software platform, but wasn't sure what this would involve. It was crucial that their new solution would offer customization, especially integrations, as well as different customer application functionalities.

Wunder Mobility offered an open API and gave them diverse options for partnerships. In addition, SDK integrations allowed them to add different layers and different services on top of what was already provided. With other software providers, the same level of user experience was not possible.

These were more than enough reasons for them to choose Wunder as their new software provider, but there were a number of things to consider when it came to the migration. Every operator has their own concerns and Hobo's main concern was their customers. They didn't want to lose any customer data or give customers any additional work such as adding extra information to their profiles.

“For a company starting out, one of the most important things is the customer base. If the customer base is new, then it's fragile. So this was the most important topic for us: to not lose any customers and to maintain the full profile of each customer.”





Hobo didn't want customers to notice the migration at all. And they didn't. Hobo joined the Wunder platform in September 2020 and their migration happened seamlessly overnight.

"We safely migrated all of our customers and we preserved all of the data. Our customers basically woke up the next morning and just started using the new application and our services like usual."

Teodor Rachev, CEO & Founder of Hobo





Rachev thinks the migration overnight was a really good decision. Operations didn't stop, not even for a day. Users just woke up and updated their application. Everything was already there.

"It's not easy to move from one software to another, but by following Wunder's advice it was easy. Behind the physical migration there was a really well planned process. We are really pleased that everything went well."



Hobo has been reaching their revenue goals since the launch.
They have multiplied:



their rides by 4x



their user base by 4x



their revenue by 2.5x

The post lockdown summer months were especially fruitful.

Their goal is to provide a high-end service, with an exceptional fusion between software and hardware. They are already doing this in their current markets with Wunder Mobility's support, and plan to expand their services into Eastern Europe and Southeastern Europe soon: **"We are strongly focusing on that expansion. So hopefully next season we will have some good surprises to share!"**



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