



Industry: Hospitality

Deliverables:

- Web Application
- Desktop Application
- Mobile Application

Technology: ASP.Net, MVC, WPF, Winforms, Android, iOS, WCF, Web API, Windows service

Integrations: Biometric Mini Thumb Readers, Card Readers, POS Machines

Country: India

Project Goal:

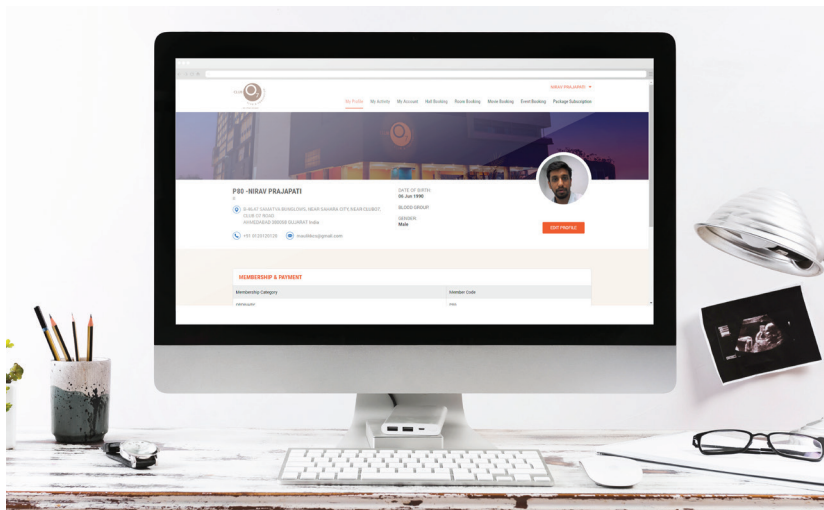
The following project goals were established:

- Build most innovative and reliable platform with latest technologies and monitoring tool.
- Integrate distinct data and operational tasks while reducing manual errors.
- Scalable Management options for driving acute preciseness and delivering top-notch services on fingertips for building strong CRM and CEM.

Challenges:

- The existing system was not up-to-the-mark and had some loop-holes
- There were bugs and data security issues in the existing system
- Lack of a proper system to manage club member's registration, entry/ exit, and activity programs, tracking of membership fee and maintaining records.
- Without any software managing user subscription details, their activities/ facility usage was a tedious task
- Cumbersome manual operations required more manpower and also created a lot of errors
- Lack of advanced technology to:
 - Manage Complaints/ Feedbacks/ Suggestions
 - Manage credit limits of members
 - Manage date wise cash transactions, members/ customer transactions
 - Inventory management was a challenge
- Room/ Movie/ Facility bookings, check in/ check out tracking was a challenge
- The complication in getting annual fees charges according to the membership of a particular member.

“Rendered an intuitive Customer Relationship Management (CRM) and Customer Experience Management (CEM) Solution to automate the entire operations of a leisure club. It allowed the client to automate the daily administrative operations and elevate customer experience. The solution helped client build powerful customer relationships while enhancing productivity.”

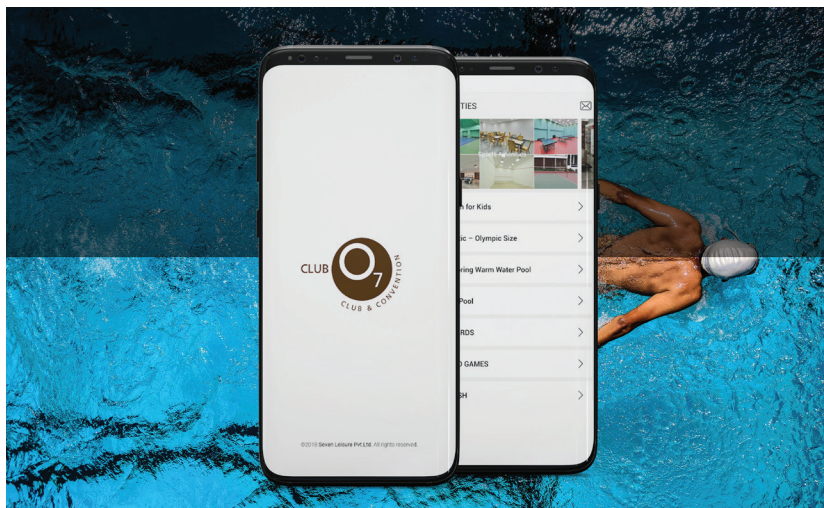


Solution:

The client wanted to render world-class Customer Experience while building powerful relationships with the customers. They wanted to centralize all their data and automate their daily administration operations. They also wanted to manage the details digitally of all users such as guests, club members, and admins, posting club activities, booking activities, managing memberships, emails, generating reports about activities, and maintain history for the members.

Designed specifically to manage all the activities through a single application, our solution had dynamic features and multiple functionalities that could fit 80% of the client's basic needs and remaining 20% we offered a customized solution. Our solution helped the client in the following ways:

- With the cross-platform device, client and its members were able to access the system from anywhere, anytime
- With mobile, desktop as well as a web application, the device barrier was eliminated with the platform accessible on any device
- The hassle-free solution for the admin/ managers to manage the club operations along with role-based user access and modules
- The system helped in the seamless management of various activities in club program right from bookings, entry/ exit, amenities usage and generating reports.



Features:

Mobile/ Web Application Features:

- Personalized Dashboard
- Activity, Accounts & Packages Management
- Invoice & Receipt management
- Membership/ corporate membership/ user registration, entry/ exit management
- Facility/ Room/ Movie/ Event Online Bookings
- Service Package Subscription
- Online Payment
- Daily notifications
- Remote Monitoring
- A digital signature, biometric, camera and RFID integration

POS Features:

- Service Zone Specific Views
- Member/Sub Member and Guest Gate Entry
- Payment credited to Member Account-Monitored through Credit Limit
- Gate Entry/ Exit management
- MIS Reports

Member Profile Management Feature:

Web Portal Feature:

- Dashboard
- Membership Plans
- Services Summary
- Member Profile/ Activity/ Ledger
- Online Payment
- Invoices and Receipt Management
- Online room booking
- Online movie booking

Mobile app Feature:

- Member Profile Management
- Edit/Delete Profile
- Account transactions & Payments
- Events/ Promotion
- SMS/E-mail Notifications
- Online room booking
- Online movie booking

- The responsive web application and mobile application enhanced customer experience.
- Users can now easily book room, movie or any facility on the go without any trouble
- They could browse through various subscription packages, filter activities, receive daily notifications, pay bills online etc.
- Manual interaction with the members was reduced, which in turn reduced cost on human resource.
- The automated, scalable and intelligent system helped in generating real-time reports using business analytics with a graphical view
- With payment gateway on the mobile application – it enables easy billing as well as payment recovery
- Our team provided 24x7 support to solve all technical as well as operational issues.

Result:

Enabling IT Modernization, our client was able to keep up with its rapid rate growth while enhancing customer experience. A shift to a completely integrated system was a challenge for us which we successfully did in less than a month.

Within no time client was using a new revamped system along with hardware integrations across the club for easy member entry/ exit verifications and other facilities. The client's one-time investment enabled them to function smoothly and also reduced their inaccuracy. Moreover, our solution elevated client's security to the next level. We provided feature training to all the employees of the client for utilizing the eCube facilities to the fullest. Our after sale services helped the client easily adapt to the new technology.

After installing eCube, more than 6000 members are enjoying this facility for carrying out the various task and staying updated with all the activities of the club. Also, on an average every year more than 500 members enroll in this club. We have extensively integrated lead generation opportunities and technological development throughout the project and focused on generating world-class journey for our client.



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