

Case Study

Loyalty Management System



CUSTOMER

A leading software development company providing a loyalty management platform for mini-retailers in the US. Their platform provides a cost-effective way for small and medium-sized businesses to increase revenues by acquiring, developing, retaining and rewarding their customers. Our ASP.Net team came up with a suggestion that the Application Program Interface (API) to the mobile application shall be developed using WCF Restful Services and the web application with ASP.Net.

Loyalty Management System

A fully integrated marketing solutions platform that would enhance the retail consumer experience and allow retailers to exchange information safely with their customers, strengthen their brand and reward customers for their loyalty. The envisioned product was to be the first-of-its-kind in the existing market and needed to be developed in a compressed timeframe.

We the developers from NDOT Technologies were decided to use the WCF Services with ASP.Net to give a better performance via web as well as via mobile.

TECHNOLOGIES USED

Requirement Analysis : Enterprise Architect

Design : Enterprise Architect

Operating System : Windows

Architecture : ASP.Net 4.0, WCF Services, MVC

Database : SQL Server 2008

Customer Speak

“ I would like to appreciate our development partner, NDOT Technologies Pvt Ltd, who have shown an outstanding commitment and dedication to our success”



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CHALLENGE

Developing a web application and also developing the same in mobile application by using advanced technology such as WCF Restful services will be a challengeable job obviously. We too faced few problems for sending instant SMS from mobile and scanning the QRcodes and we achieved all the challenges by giving good solutions. This product was targeted mainly at small and medium-size businesses to give them the opportunity to compete with larger competitors and reward their loyal customers for supporting them.

SOLUTION

As the customer's product engineering partner, NDOT assisted the customer on all aspects of the product, from concept-to-launch. This included product conceptualization, design, development, testing, deployment and support.

...Due to the success of the product development efforts by NDOT Technologies the relationship with the customer was extended towards all of the products enhancement.

HIGHLIGHTS

Challenge :

- Devise a loyalty program for mini-retailers
- Tool to strengthen brand and reward customers
- Send instant SMS and scan QRcodes

Solution :

- Cost-effective solution for medium sized business
- API for mobile application using WCF restful service
- Best design, development, and deployment



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BENEFITS

The key benefits upon implementation of Loyalty Management System

1. NDOT helped the customer build this new innovative product within a compressed timeframe. The conceptual and operational road map for moving the new product from idea to launch was carried out in a very short span of few months.
2. NDOT was involved through the entire design, development, testing, deployment, rollout and support of the loyalty management platform, bringing together an integrated solution leveraging software and services.
3. NDOT helped the customer during System Acceptance Testing, which turned out to be very successful for the software release.

The final product was received very well by the market at both of the consumer and retailer level during its launch.

For more information contact:

NDOT Technologies Pvt Ltd
Block No:3, Mullai Nagar,
Maruthamalai Main Road,
Coimbatore – 641 041

www.ndot.in

Tel: +91 422-434-2519

Mobile: + 91 960-098-8668

Email: contact-sales@ndot.in

