

# CASE STUDY ON



SMARTCARD SYSTEM  
**iBonus**

## Synopsis:

City Motors, A Maruti Authorized Service Station, has been serving the car owners of Noida and adjoining areas since last two decades. It was started with an objective to provide the customer with complete car solutions, all under one roof. Thereafter, it has been in relentless effort to provide quality repairs and service to Maruti car owners in Noida, Delhi & Ghaziabad.

## Detail:

With initial operations in a 200 sq. mt. plot, in Sector-10, it expanded its operations to 1000 sq. mt. plot in Sector-63 in 2003. The prime focus at City Motors is to: 1. Provide fully trained man power (trained from Maruti Udyog Ltd.) for quality service. 2. Use Maruti Genuine Spares only in service and repairs. Inspired by the culture and guided by the training by Maruti Udyog Ltd., dedicated service staff at City Motors has always shown enthusiasm in serving its valuable customers. For City Motors every customer is important and therefore feedback of each customer plays an important role in improving services. It will be our constant endeavour to continue to exceed your expectations.

For a Car Service Centre, transparency and guest satisfaction could be the major factors which determine winning or losing. They may need to settle and update Bonus Points to all prestigious customers during Bill settlement. iBonus Loyalty System, as an off-the-shelf system, have successfully been deployed in their site. AVI Infosystems India Pvt. Ltd. has also helped them to successfully come up with a very Rewarding Customer Loyalty System. iBonus System managed to survive in the rugged environment and is providing required speed to finish the transactions in record time. iBonus Terminal is used as Bonus System for Loyalty applications. iBonus Terminal is automatically adding Bonus Points during each purchasing, even the customers presents their Loyalty Cards.

This way Business Owner and Customers enjoy win-win situations. iBonus generic version has 95% of what this project is needed. Based on the core of journal database, card replacement, repair and renew and all other rugged software design, Technical Consultant team in AVI Infosystems India Pvt. Ltd. managed to design and deploy the specification based on policies of the Client. Many customers of iBonus System find that the generic version can suit their need. Based on its robust data handling algorithm, even customization is needed, this can be done very quickly while maintaining its beauty, thereby lowering the cost of customization.

