

CASE STUDY ON

Lan Kwai Fong
蘭桂坊
entertainments



SMARTCARD SYSTEM
iBonus

Synopsis:

Spa Hibiscus is a Luxury day Spa. It also has a well equipped Gym and a L'oreal Club Salon. They offer Convenient and Affordable Wellness services under one roof. Hibiscus (Rosa-Sinensis), is a red flower also known as "China Rose" or "Roselle". It is Asian, pretty, versatile, simple, easy to find and very effective & is used in total well being; very much like us. THE APPROACH OF SPA HIBISCUS is Smart, versatile, honest, and very effective & they have the holistic well being of our Customers at heart. Their mission is to improve general well-being and wellness. They promise to provide the highest quality backed by unmatched service. They assist you in your beauty and health needs and will work with you to make you healthier, fitter, happier and more beautiful. Their Endeavour is to make a beautiful difference in your life.

Detail:

Spa Hibiscus facilities include a state of the art Gym, Salon and Spa with treatment rooms, Steam, Sauna, Jacuzzi & Chilled Showers. AVI Infosystems India Pvt. Ltd. has helped them develop a Loyalty system as well as a Prepaid system (membership). In the later, the customers need to pay in advance to Spa Hibiscus and get instant discounts there like if the customers pay Rs.1000, they get Rs.1200 in their account which they can use to avail their services anytime they wish to. This makes the solution a win-win for the customers and the Spa management. The customers will get instant discounts if they use this prepaid smartcard and the Salon management will get money in advance from the customers. In the Loyalty programme, the customer gets 1 reward point for every Re.1 spent, which gets accumulated and the customer can use the reward points when he/she is eligible for redemption after reaching the milestones set by the management for the customers to achieve. Spa Hibiscus is an exciting and innovative concept in beauty therapy which lets you experience treatments that you really want. It offers an honest and customized approach to health and beauty which cuts through many of the illusions and myths that surround beauty and fitness today. iBonus System, provided by AVI Infosystems India Pvt. Ltd. has really added value to their business. Many customers of iBonus System find that the generic version can suit their needs. 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.

