



Harnessing Digital Technologies:

Case Study Snapshots of how Enterprises harness Mobile, IoT, Cloud and Analytics to deliver superior customer experience, increase staff productivity and increase revenue channels.

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1 Introduction

Experion Technologies is a 10+ year-old software product and application services company. In a short span of time, our products and custom applications have served over 200 customers across 26 countries worldwide. Our customers include some of the world's largest corporations as well as some of the fastest growing early stage companies. We have offices/ direct presence in the United States, India, Australia, Germany, Switzerland and Netherlands.

Experion taps into the power of Mobile, Web, Analytics, IoT, Social & Cloud technologies to develop custom software applications and products for industry domains such as Retail, Transportation & Supply Chain, Healthcare, Education and Financial Services. Our customers include globally recognizable names such as Bacardi, Aegon, Regus, Johnson & Johnson, Merck Group, Aditya Birla Group, NCI, AstraZeneca, Alexion Pharmaceuticals, Mars, Dr.Oetkar's, Tyson Foods, TopGolf, among several others, apart from over 60 early stage companies across United States and Australia.

Experion's leadership team is comprised of seasoned professionals with experience in executive leadership, global business management, sales & marketing, software technologies, delivery management, product management and consulting. The company has been lauded for three continuous years as one among the "Top 100 fastest growing companies" by Red Herring.

2 Case Study snapshots:

Over the last 10 years, Experion has worked with large as well as emerging enterprises to build solutions that focus on improving customer experience and/or increase staff productivity while also increasing revenue growth opportunities. From 2009, Experion focused more on the emerging digital technologies landscape to harness technologies such as Mobile, Social Gamification, Cloud, IoT and Analytics. We used our experience and knowledge and worked alongside our customers to understand their pain points. We created prototypes of possible solutions after benchmarking the key needs. The following are some of the examples

3.1 Health and Fitness Club Management Platform

The client is a \$ 1.5 billion North American company that focuses on developing software based products for the Hospitality Industry. It has over 50 products designed for Club Management, FoodService, Hotels, Resorts and Events Management among other market segments.

Experion was chosen by the customer to design and develop digital solutions which was to be positioned as a white-labeled mobile platform built specifically for several mid and large gym chains which have hundreds to several thousands of loyal members. The application helps registered Gym/ Fitness Club members get up-to-date information about club facilities. Club members can get in touch with their community and share updates and feedback within the members community.

The solution is currently used at over 4000 Fitness Club locations across US and Canada. Over 4 million downloads have been registered with around 500,000 active users using it regularly.

The key objective of the project was to develop a feature rich and comprehensive solution for the domain and to have the entire customer base of the two existing solutions to the new unified platform.

The key features of the mobile solution include:

- Browse and view mobile friendly class schedules
- Add a class schedule to phone calendar or make a reservation
- View club's current promotions, coupons and announcements
- Use the phone/ app as membership card which improved revenue model as customers are able to get more benefits
- Find nearest club by browsing clubs by GPS or by zip code

An admin user from the Fitness Club will be able to configure their information and have a branded mobile app for the club using the platform.



Figure: Health Club Management Platform

3.2 Business Membership Management Solution

The project involved development of a mobile based solution for bars, clubs & restaurants to screen customers based on age verification and store their membership data.

The iOS based application helps retrieve a person's ID information from physical scan of the magnetic strip or barcode on membership cards/ government issued ID cards. The scanning of the magnetic strip in ID cards is done using compatible Linea Pro scanner devices attached to the iPhone. Once scanned, the application screen will either turn green or red to show whether access is granted or denied (showing whether the person either of age or underage). The data collected during the ID card scan such as date/ time of scan, person's date of birth, calculated age, height & weight, home address zip code, gender, government ID number, etc. is sent directly to the application server and saved for calculating metrics and demographic data.

The data collected using the application can be used by clubs to track customer visits for marketing purposes (for e.g. sending coupons/ rewards on birthdays). The data can also be used for tracking and correlating sales data against targeted demographics. Real time and demographic information can be used by businesses for a variety of purposes. Promotional events, available drink choices/ specials, playing of music, etc. can be decided based on the exact make up of customers at any point in time.

The key features of the solution include:

- Mobile app for use by security personnel to screen guests
- Ability to scan magnetic strip or barcode in membership cards/ federal ID cards
- Scanned data validated and saved in server for marketing analytics
- Web based backend system to manage and track guest data
- Dashboard with analytics related to customer demographics

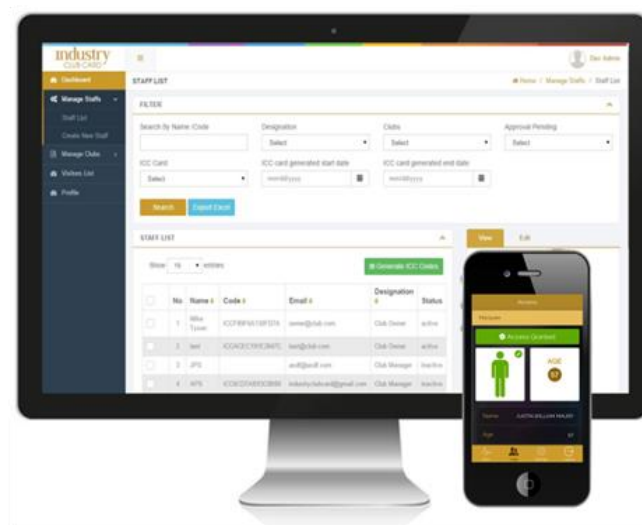


Figure 1: Business Membership Management Solution

3.3 Mobile based Restaurant Order & Delivery Management System

The client is a leading chain of fast food products based in Australia.

Currently the client offers home delivery of orders which are received by phone or directly at its outlets. The client wanted to develop a mobile based solution to manage delivery of orders to customers. The objective was to improve customer relationship, streamline delivery scheduling, improve order-to-delivery times and introduce a point based system to incentivize the delivery team.

Experion developed a cross platform (Xamarin) based mobile solution (iPhone and Android) for the client to manage its home delivery process. When an order is received at the fast food outlet, the details are entered in the client's POS system. The Home Delivery management system is interfaced with the POS system and the customer & order details are instantly made available the backend system. The delivery team is mapped in the system based on regions and all new orders received in the system are automatically assigned to the relevant delivery staff. Once an order is assigned, the delivery staff gets a notification on the mobile application along with customer details, delivery address, estimated delivery time and delivery instructions. At the time of delivery the application provides an option for the delivery staff to accept the payment amount using credit card (using an attached card swiping device on the mobile phone) and get an electronic signature from the customer.

The performance of the delivery staff can be monitored online by the restaurant manager and the system automatically assigns points to the delivery staff based on number of deliveries, timeliness, etc. The points are later used to incentivize the staff based on their performance.

As the next phase of the solution, Experion has also started development of a mobile application for end users to browse the restaurant catalogue and place orders directly using the mobile application.

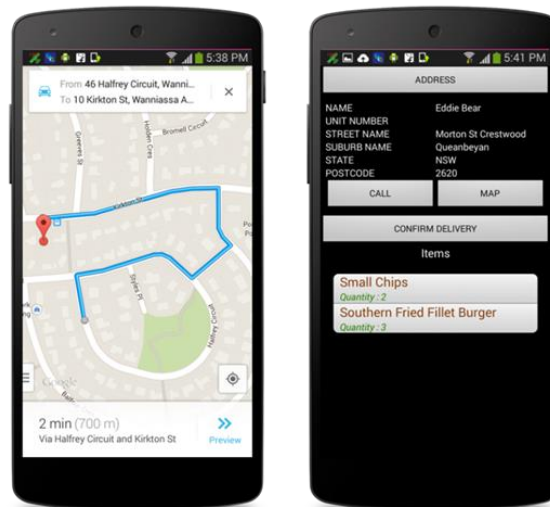


Figure 2: Restaurant Delivery Management Application

3.4 Restaurant Loyalty Solution

The client specializes in selling deals and services of various restaurants through strategic tie ups across the European region. As part of the arrangement, the client sells exclusive packaged gift boxes with a bar code based identity card to corporates. This in turn is provided to the corporate's end customers, employees, etc. who can visit any of the partner restaurants, redeem the card and claim discounts.

The existing process was manually done and as the partner restaurant network grew, the client realized the pressing need to transform the way existing business was being carried out.

Experion designed and developed an iOS based solution for the client, which runs on iPad devices. The application can be used by the restaurant staff to scan the barcode in the promo identity card of the corporate customers and capture the serial number in the database. The corporate customer can either enter the personal details at the time of re-deeming the card or enter the details through a web interface before arriving at the restaurant.

The other features included access to view statistics like ongoing meals, sold cards, used cards, values, etc. and send notifications through SMS/ Email to the restaurant customers. From a sales planning and management perspective, the customer sales consultants were able to register the details of the corporates for current and future visits. After the scheduled visit, the sales consultant can record the follow up dates, actions and the overall outcome of the visit which is presented as a calendar view.



Figure 3: Restaurant Loyalty Solution

3.5 Location based Marketing Solution

The client is a Europe based Marketing Platform provider which helps corporate/ business customers connect with end customers by providing promotional offers for products/ services.

Registered business users can create different offers in the system using the web based platform and send to the end-users. End users will be able to view the offers according to the preference set up by them using a mobile application. Offers which are within a radius of 20 miles within their current location are displayed in a list view or a map view.

Once end-users view the offers, they are provided an option to rate the offers against businesses. Loyalty points are awarded for rating the product offers. On the other side, businesses will be able to see all the ratings provided by end users for their offers, which goes as an input to the customer relationship team and for making marketing decisions.

The key features of the solution include:

- Ability to locate offers and check-in to businesses available locally in an area
- Navigate the map to the desired store where the offer is available
- Collect bonus points and get shopping vouchers for loyal customers
- Ability to add offers/ business outlets as “Favorite” for quick reference/ sharing
- Ability to rate offers and leave a review for offer/ business



Figure 4: Location based Marketing Solution

3.6 Business Networking Application

The client is Switzerland based chapter one of the world's largest not-for-profit membership association for project management professionals.

Experion developed a web based portal and a cross platform mobile application which lets the members of the community to interact, share information and collaborate online. The solution is a business networking tool for entrepreneurs and business leaders.

The solution has features similar to popular social networking tools and is used by business users to build their profile and connect with other users. Since it is a closed network, the application allows open communication and collaboration with other users. The admin users from the organization can publish details about activities, events and related details to all users of the application.

The key features of the solution include:

- User dashboard to provide a brief on latest activity of members, upcoming events, etc.
- Provides a snapshot of upcoming events and messages in the user's inbox
- Threaded forums to share information and collaborate with other users
- Ability for users to send messages to each other
- Admin console to manage users, events, gallery, etc.



Figure 5: Business Networking Platform

3.7 Sports Management Application

The client based in US is a venture endorsed by United States Tennis Association (USTA) and is focused on providing innovative technology solutions to the sports industry- specifically to professional players and members of USTA across US and Canada.

Experion developed a cross platform mobile application to help USTA members and players and coaches to collaborate seamlessly. The Application also manages scores, track performance over a period, manage practice sessions, locate playing facilities, etc. The application handles users across various age groups and demographics and is designed to be accessible from web and mobile devices of different form factors and platforms. The application allows players to conduct transactions, set up matches, approach coaches etc.

Experion also developed a variant of the solution which provides the ability for sports clubs to use the application for its members.

The key features of the solution include:

- Find players by Distance, City, Skill Level, Gender, Player Type, etc.
- Request and schedule matches with instant messaging, or broadcast messages
- Find nearby courts/ arenas/ stadia by city or distance
- Record match scores and playing traits
- Tag favorite players for recurring play

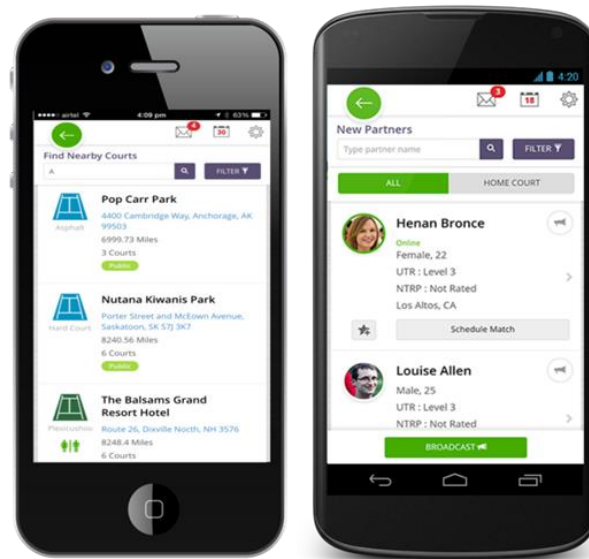


Figure 6: Sports Management Solution

3.8 Market Survey Management

The client is a US based company which provides market research insight to its customers by enabling access to high-value audiences, providing market research sample and mobile data collection. The client has been providing real-time market research, giving leading companies a solid foundation to support all types of business and marketing decisions.

The application enables survey panelists to access new surveys directly from mobile device. The application interfaces with the back end survey management platform and supports push notifications of new surveys as well as location based surveys.

The key features of the solution include:

- Supports registration of new panelists
- Sends push notifications on availability of new location based surveys/ messages
- Ability to refer additional panelists using emails
- Location based surveys capabilities are enabled
- Ability to redeem/ reward points instantly from gift catalogues
- Integration with Social Media channels such as Facebook and Twitter



Figure 6: Market Survey Platform

End of Document

(Separate Documents have been attached with the mail for a more detailed Case Study from Airlines as well as Leisure & Entertainment Domain)