

CASE STUDY

the .NET way



Marketplace Insights

“Goodyear Tire & Rubber Company manufactures tires for automobiles, commercial trucks, light trucks, SUVs, race cars, airplanes, farm equipment and heavy earth-mover machinery.”



About Project

- Application to provide the market insights for the existing data
- To provide business intelligence for retailers
- To help retailers derive better business decisions

Business Challenge

The major purpose of this business is to provide the Market Insights for the existing data that is driven from different retail stores on a daily basis and provide business intelligence to help Retailers to make right business decisions at right time in automobile industry.

JIVA Solution

- To provide Business Intelligence in terms of easy charts and graphs
- To provide Customer satisfaction index application
- To provide Barcodes manageable application
- To provide an application to generate vehicle history report
- To provide an application to analyze customers based on new/repeat customers
- To provide an application that manages coupons and post cards

Benefits

- Easy charts and graphs for Business intelligence
- Allow the users to Manage Automobile Dealers

- Generate Reports for Complete Sales by Year\Month\Day\District and Store
- Generate Reports for Tire Diagnostics, Lube oil Filter, Alignment diagnostics, Benchmarking, Daily Invoice
- Customer Analysis - New\Repeat and Lapsed customer report
- Event Reporting in the form of Charts for Returns of Investments(ROI) against the Events
- Client wise percentage Reports of Incremental ROI by store
- Customer Satisfaction Index
- Conduct Online CSI surveys
- Generate Reports of survey results including the Audio clips and actual results
- Create and Manage Barcodes independently
- Generate, scan the redeemed coupons and send it to more than 2000 stores across US
- Generate the Redeemed coupon history report by store \ by Scanned date\ by Month
- Generate autonomous Vehicle History Report
- Design MPI Post cards to be mailed to customers
- Conduct Email surveys

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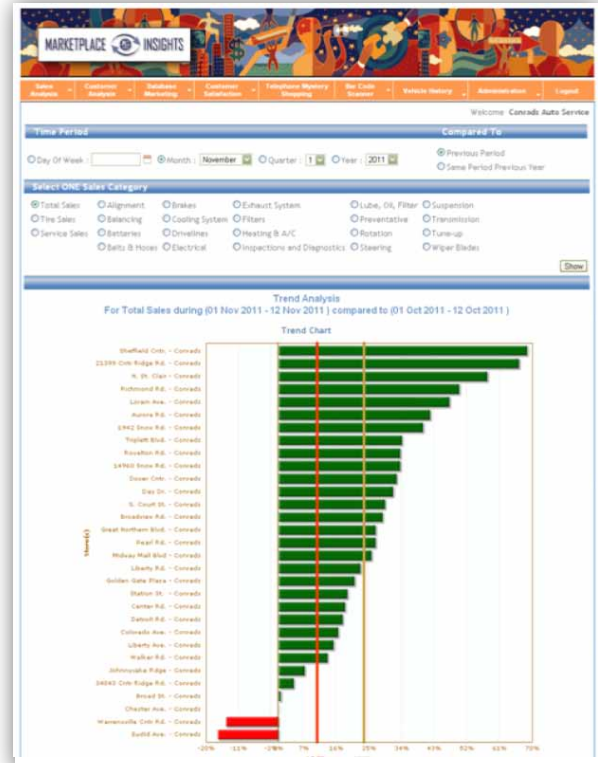
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Highlights

- Business intelligence charts and graphs
- Manage Automobile Dealers
- Various Report generations
- Customer Analysis
- Reports of Incremental ROI by store
- Customer Satisfaction Index
- Online CSI surveys
- Manage Barcodes, Coupons
- Vehicle History Report
- Post card designing



Vehicle History Report

Please Select Store
Aurora Rd. - Conrads

VIN # (Or) License # (Or)

Show All Customers

Select	First Name	Last Name	Address
<input type="radio"/>	MATT	AARON	87
<input type="radio"/>	CAIN	AARON	797 CHENOK TR
<input type="radio"/>	CARLO	ABATE	9016 WHITE OAK DR
<input type="radio"/>	GEORGE	ABATE	281 HUBSFORD DR