



NDOT Technologies PVT Ltd

Shoppers On

Case Study

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Shoppers On – Loyalty-based Application

Shoppers On is an excellent application that helps to manage the Loyalty program of cash back and discounts for the people who shop using the Shoppers On option. It is very simple to become a member of Shoppers On by giving missed call to particular numbers. Later user can use his phone number id to do shopping and earn cash backs or points and use them for availing discounts with other purchase.

Industry: M-Commerce

Technology Used: Kohana

Kohana PHP Framework was used to build the application robustly such that all the transaction are secured. It also provides rich features to build web applications.

Challenge

Client was interested in developing a full fledged Loyalty-based system for managing the discounts, cash back, and reward points of the customers. The customers are identified by the mobile number for easy reference. His account should be maintained with details about available or earned ShopOn cash or points as well as spent ShopOn amount.

Solution

Shoppers On application was developed using Kohana framework such that it becomes easier for the service providers to announce offers to the customers. The list of partners or the shops that provide the ShopOn reward points or cash back offer are listed on the site. The shops can be searched by selecting the city and area. ShopOn offer can be used only with the selected shops that are partner with Shoppers On loyalty application. Users can locate the shop by choosing the right categories. Social media such as Facebook, Google plus etc are also integrated with the site such that user can share the details on Shoppers On with other users.

Users can shop in particular shop that provides ShopOn loyalty and earn few points or cashback option depending upon the type of loyalty program. Users can later use the points with another shop to avail the discount while earning more points for the spending. Thus, the user has to register with the loyalty program only once by giving a missed call to enjoy loyalty forever. He can earn loyalty point or cash back offer each time when he spends money.

HIGHLIGHTS**Challenge:**

1. Develop loyalty-based application
2. User mobile number identification
3. Manage CashOn cash back and points
4. Use best dynamic technology

Solution:

1. Kohana PHP framework was used to build the application
2. Shoppers On loyalty-based application was built with complete features
3. Mobile number was used for customer ID
4. For every customer purchase a cash back or points was provided to them
5. Customer can use the points or cash back option with other shops
6. Loyalty can be availed only with selected partner shops with Shoppers On application
7. Partner shops can be located categorically by providing city and area name

Benefits

The key benefits of Shoppers On application are:

1. Loyalty program was implemented successfully.
2. Users/customers were identified by mobile numbers.
3. Clear 'how it works' detail on site.
4. Easy registration with missed call.
5. Earn cash back/points on every purchase.
6. Use the loyalty reward points or cash back on next purchase.
7. List of partner shops categorically.
8. Sort partner shops based on city & area.

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