

Malls Platform

Project:

Malls Platform

Business Industry:

Media

Duration:

6 man months

Technology:

Microsoft SharePoint
Server 2010

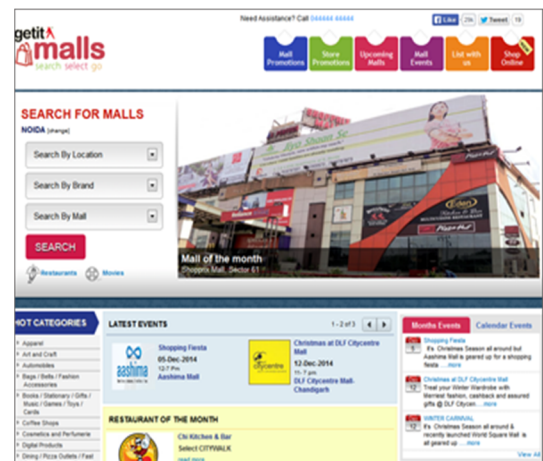
Problem Background

With over 400 existing malls and over 700 to 800 upcoming malls in India, the client organization wanted an online collaboration platform that would centralize information center about malls and its retailers. The client organization realized that due to the non-availability of a collaborated web platform for malls, its retailers and visitors were facing great difficulty in accessing the directory information and in finding what they were exactly looking for. As a result the management within the organization decided to have an online collaboration mall portal for its retailers and users.

TechPerspect's Solution

TechPerspect's Solution was to create a collaborated online mall portal which would aggregate information about pan-India malls and its retailers. The portal would also have a mall voice helpline supported by an automated system infrastructure to help the end users with any information on malls & its retailer stores. The solution provided:

- City wise and Category wise listing of malls and its associated retailer stores as well as brands & its stores.
- Showcasing promotional schemes & highlighting events, individual sites for each mall and its associated stores
- Search of malls & stores across a city based of different parameters



Solution Features

- Self-administration of individual sites by mall and store administrators
- Separate extended mobile platform
- Close integration with other company properties and with third party web platforms like bookmyshow.com
- Modular & extendable architecture
- Social media integration with Facebook, Twitter and Google
- Customer engagement tools to promote customer registration

Business Impact

- Web presence on a collaborated platform for malls & its retailer stores
- A platform for:
 - Showcasing itself
 - Highlighting schemes & promotions
 - Marketing its products & services
 - Alerts on Events
 - High Visibility
 - Being used as an Internal CMS by a mall/store/brand
- Increased footfalls

Client Speaks

"TechPerspect's malls portal solution is fast, easy to work with and makes the entire process more transparent. Not only does the mall visitors benefit from it but mall retailers can also have access to directory information, notices of upcoming events and can have special announcements and rotating advertising campaign's as well"

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