

Case Study:

# Web based Driving Lesson Booking & Scheduling Engine

## Automobile Industry

### Client Situation

Our client, a world leader in driving license provider had a system in place for student lesson booking. However, it lacked dynamic scheduling capability. Experis IT was approached to design and develop a solution for them.

The key challenges included:

1. Developing a booking engine with dynamic scheduling capability
2. Assigning location-wise instructor privileges, and
3. Enabling reporting capability to measure volume of business and instructor performance

Technopolitan and Experis IT jointly arrived at a proposed solution to address the Business needs of Client.

Thereafter, Experis IT was awarded a contract to design, develop and implement the technical solution.

### Experis IT Solution

Experis IT proposed a solution to Client ensuring a new capability to manage its business effectively, greater controls over the franchisees and instructors utilize direct customers relationships to advance with marketing strategies, and establish a framework for future expansions.

#### Solutions Overview

The application was based on a 3-tier architecture with .NET 3.5 (Visual Studio 2008) used to develop the presentation layer, business layer and data access layer. Web services were used to interface between the presentation layer and business layer. The data was stored in an Oracle 10g database. Custom controls were used to enable reuse of components. The application and database were optimized to enhance performance. AJAX was used to enrich user experience.

#### About Experis IT

Experis IT is a leading provider of customized IT staffing, technical and business process solutions with offices across major markets in India and Singapore.

Now a ManpowerGroup company, Experis IT leverages their expertise by providing clients with a single source solution for highly skilled talent and technology solutions in IT.



Experis<sup>IT</sup>  
ManpowerGroup

The expected business outcomes from this project were:

1. Customers would be provided with the capability to book, and re-book a driving lesson through four channels:
  - a. **Online:** Through a Safer Driving School Website that will allow self-service bookings, re-bookings, payments and the ability to track individual student's progress.
  - b. **Retail:** Distribution Channels including IAG Branches, Country Service Centres, which include a number of IAG branches. These retail distribution channels will use the online Safer Driving Website to manage customer registration, bookings and payment.
  - c. **Client Call Center:** Prospects and existing customers will be able to book a driving lesson via telephone with the Client Call Centre. It is expected that the Client CCC will also use the Safer Driving School Website to manage customer registration, bookings and payment.
  - d. **Instructors:** Using technology to allow Client Instructors to make bookings at the conclusion of a driving lesson for existing customers and to possibly enable payments via a PDA tool.
2. Client Management, Franchisees and Instructors will be able to manage marketing, advertising and administration more effectively.
3. Achieve ecommerce capabilities to allow immediate purchase of lessons via the online Client Booking System.
4. Client will be able to capture and store customer information, including non-member data, which will enable the expansion of future marketing opportunities from a single channel to multiple channels.
5. Achieve improved financial control through a centralised system, enabling all stakeholders the ability to manage bookings and payments, reporting functionality and invoicing solutions.
6. Achieve operating cost reductions and improved control and efficiency in data management, achieved through termination of the existing relationship between Client and Unity4 who are an external provider.
7. Achieve a change to operating components so that the mix of fixed costs and variable costs are balanced in a way that unit costs fall as lesson volume increases.
8. Further, develop Client's online capability. This will include the ability for Client Management to have the flexibility to develop the website to reflect the change in consumer demands, competitor strategies and franchisee and instructor expectations.
9. Offer self-manageable tools to the customer with the objective of increasing the average number of lessons attended.
10. Enable Client Management to have greater control over SDSO.

# Sample Screenshots

- My Dashboard
- Manage Admin
- Manage Operators
- Manage Franchisees
- Manage Instructors
- Manage Availability
- Manage Customers
- Manage Products
- Manage Bookings
- Resource Centre
- Manage Locations
- My Profile
- My Reports
- Manage Voucher

**BOOK A LESSON**  
It's quick and easy

## Manage Booking

Calendar View | List View

**Lesson Search**

All Franchisee
All Product Category
All Payment Status
All Transmission

All School
All Lesson Type
All Payment Method
All Vehicle

All Instructor
All Lesson Status
All Booking Source

**Date Search**

**Period**

**Time Range**

Go >

All Status

**Booked Lessons:**

ID	Lesson Date	Time	Lesson	Student Name	Instructor Name	Pickup Address	Price	Payment Status	Payment Method	
34982	05/01/2011	07.00 - 07.45	K2D Lesson 45 Instructor Auto	Elizabeth Tiddy 0438287784	Maninder Sooch	14 Mabel St Hurstville NSW 2221	55.00	Unpaid <span style="background-color: #0070c0; color: white; padding: 2px 5px;">Pay Now</span>	N/A	<span style="background-color: #0070c0; color: white; padding: 2px 5px;">View</span> <span style="background-color: #0070c0; color: white; padding: 2px 5px;">Edit</span> <span style="background-color: #0070c0; color: white; padding: 2px 5px;">Cancel</span>



My Dashboard

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**BOOK  
A LESSON**  
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Manage Admin Access

Manage Groups

Save

Module	Permissions											
NRMA Admin	Edit Profile	Busi. Profile	Book A Lesson	Man. Booking	Man. Admin	Man. Oper.	Man. Franc.	Man. Loca	Man. Inst.	Man. Cus	Man. Pro	▶ Create New
NRMA Administrator	<input checked="" type="checkbox"/>											
NRMA Business Unit Management	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>									
NRMA Management	<input checked="" type="checkbox"/>											
NRMA Management Marketing	<input type="checkbox"/>											
Franchisee	Edit Profile	Busi. Profile	Book A Lesson	Man. Booking	Man. Admin	Man. Oper.	Man. Franc.	Man. Loca	Man. Inst.	Man. Cus	Man. Pro	▶ Create New
Franchisee Admin	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Franchisee Manager	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Instructor	Edit Profile	Busi. Profile	Book A Lesson	Man. Booking	Man. Admin	Man. Oper.	Man. Franc.	Man. Loca	Man. Inst.	Man. Cus	Man. Pro	▶ Create New
Instructor	<input checked="" type="checkbox"/>											
Operator	Edit Profile	Busi. Profile	Book A Lesson	Man. Booking	Man. Admin	Man. Oper.	Man. Franc.	Man. Loca	Man. Inst.	Man. Cus	Man. Pro	▶ Create New
CCC Operator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	
Retail Operator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	

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*It's quick and easy*

### School Profile

**School Information**

Name	<input type="text" value="Goulburn"/>
RTA Number	<input type="text" value="1098320"/>
Franchisee Business Name	<input type="text" value="NRMA School Company"/>

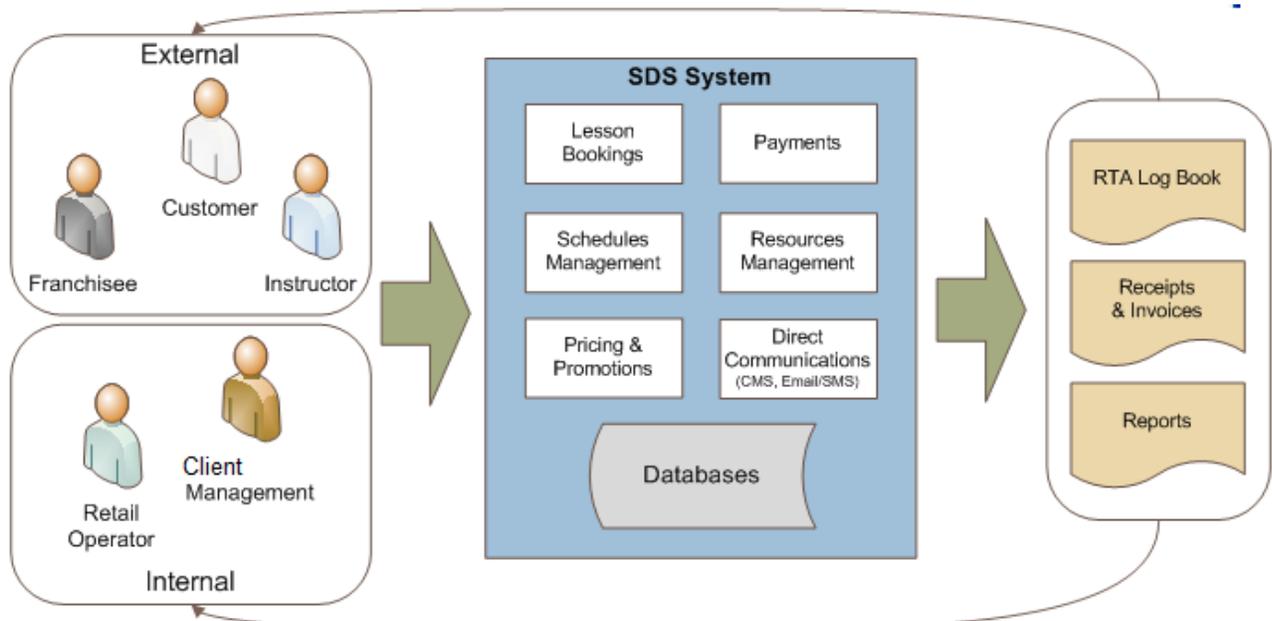
**▼ Contact Information**

Landline	<input type="text" value="0287416430"/>
Fax (Optional)	<input type="text" value="0287416329"/>
Street Address	<input type="text" value="17 Bridge St"/>
Suburb	<input type="text" value="Sydney"/>
Postcode	<input type="text" value="2000"/>
State	<input type="text" value="NSW"/>

## Technology Specifications

<b>Key Components</b>		
<b>Application</b>	Web-based lesson booking and schedule management engine	
<b>Solution Components</b>	Operating System:	Windows XP, Windows 2003 Server
	Client:	Web browser (Internet Explorer 6 and above, Firefox 4 and above)
	Web Server	Windows 2003 Server
	RDBMS:	Oracle 10 g Database
	Development Tool (IDE):	Visual Studio 2008
	Language:	.NET 3.5

## Logical System Flow



## Client Benefits:

Following is a snapshot of the beneficial features of the application:

- Separation of business logic from presentation layer and database logic
- Adds level of security to the process
- Improved user experience
- Enhanced performance and reusability

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