

Case Study for Automotive Industry

Client



The flagship company of JK Organization, JK Tyre & Industries Ltd is one of India's foremost tyre manufacturers and is also amongst the top 25 manufacturers in the world.

Brief About Project: JK Tyre is among the top 5 tyre manufacturer of India. They wanted to implement a dealer relationship and customer relationship management program, for their engagement, business growth and build emotional connect.

Functional Requirement: A few of the prime goals of the project were

- CRM for the dealers
- Run a reward program for each offtake by dealer
- Run a reward program for their Fleet customers
- Capture tertiary data of last consumer who were buying tyres
- MIS Reports

<https://www.jktyrecrm.in>

Implementation:

- Design a UI/Ux for increase in mobile and web adoption of dealers
- Create a microservice based secure and scalable architecture for large number of users
- Created JK Advantage2.0 mobile and web application that is being used by more than 7000 dealers
- The integration with SAP data for automation of points accumulation
- A user friendly warranty registration that help register a warranty in less than a minute
- Coupon program for dealers
- CRM for dealer to engage with their end consumers

Project Tenure: 18 Months

Team Size: 8 Engineers

Technology Used: ReactJS, NodeJS, PostgreSQL, AWS

Client Reference: Mr. Amit Gujaral (CMO)