FCMS Corporate Office, Gurgaon, India

Project Case Study:

Design, Development and Implementation of a Leading Self Drive & Chauffeur Drive Car Rental Company - AVIS India

Corporate Office: JMD Megapolis, Unit No. 560 - 562, 5th Floor, Sohna Road, Sector 48, Gurgaon, Haryana – 122018, India

Client: AVIS INDIA

Website:www.avis.co.in

Business Context

AVIS INDIA (Mercury Car Rental Private Limited) focuses on delivering chauffeur driven and executive car rental services to car-loving customers. It has its headquarters in Gurgaon, Haryana and offices spread over 19 cities and 50 locations, well-known as the "Top" brand in Car hire and car rental services.

To manage such a wide network and to make it convenient for their customers, AVIS required a booking engine and backend admin panel for their own website - www.avis.co.in . Fast Conversion provided a suitable solution to AVIS's daunting challenge of catering to chauffeur driven services by integrating a centralized reservation system that can be operated while we are located anywhere in India. AVIS has been a pioneer in offering chauffeur driven and self-drive services to Indians. The solution provided access to lakhs of customers and brand building as the company continued to expand its services to pick-and-drop from the Airport and introduced new models in their fleet of ride.

Challenge:

AVIS approached Fast Conversion with a strong business standpoint, to expand their chauffeur drive and self-drive services with the help of a booking engine. However, the biggest problem they faced were slow page loading, site navigation issues, non-optimized search engine layouts etc. which was

acting as a roadblock for prosperous global business like AVIS. Other problems faced by AVIS were as follows:

- ✓ Manual data collection from people at different levels and management of such huge amount of data related to Web Booking, Payment Collection, and work assignment to customers.
- ✓ All the district level tasks had to be monitored from a central location.
- ✓ Adhering to chauffeur driven service requests of car lovers.

Having a robust booking engine, compelled AVIS to believe in leading web development company – Fast Conversion who worked as a partner, successfully resolving any website issue and deploying online marketing strategies that foster high profits in business through potential leads, branding and sale. Therefore, AVIS contacted us for proven SEO tactics and online marketing strategies for their website. This led to an exponential growth in their online business as we conducted periodical social media campaigns on various social media channels.

During one of these campaigns, we came to know what exactly avis.co.in was lacking in terms of SEO. We immediately recommended them to include keywords on their website which are search-engine friendly. The major challenges they were facing while optimizing their website were:

- ✓ Rich Content
- ✓ Search engine ranking
- ✓ Positive brand building and recognition
- ✓ High conversion rate
- ✓ To generate organic traffic while keeping competitors in mind

Our Long-lasting Solution to their business problem:

Our expert SEO specialists handled this project with utmost sincerity and smoothly commenced on project analysis to get to the root of the problem. They diagnosed the website and came up with useful solution to the website's poor performance that included, HTML Validation issue, page loading, site navigation etc. They implemented strategies by dividing the web project into two parts. 1) On-page optimization and 2) off-page optimization.

Technically, Fast Conversion's expert developers have used HTML5, CSS3, jQuery and JavaScript for Frontend development, .net, c# for backend and Sql server for Database Server. We completed the task of web designingand payment gateway development in around 3 months.

- ✓ For Front-end ASP.NET reduces code writing that are required to develop big applications.
- ✓ We developed an ideal server-side scripting technology that makes a code operate on the windows server before displaying it on the web browser.
- ✓ The code of HTML5 and ASP mixes smoothly with each other that generates high-powered web pages.
- ✓ Microsoft's Sql Server is notably the most secure among any major database platforms. We have used Sql server for Database.
- ✓ We have used Javascript which is the simplest, yet the most effective language that is used to extend the functionalities of a website.

Results:

- ✓ Ease of Registration
- ✓ Centralized booking system
- ✓ Secured Payment Options
- ✓ Multicurrency Payment Processing
- ✓ Ease of Booking chauffeur drive in few clicks
- ✓ Access to over 2500 Premium Luxury Car Fleet

Commercial Benefits:

- ✓ The solution helped in addressing the challenge of scarcity of chauffeur and self-drive services in India.
- ✓ Monitoring and control of multicurrency payments by AVIS's Admin.
- ✓ Better communication with customers via website and commercial profit of acquiring regular customers.

The solution provided networking which incorporates high performance backbone of their commercial practices at AVIS headquarter in Gurgaon. With the help of our solution, different functional applications were synced online which led to faster and accurate reporting. Website of AVIS INDIA – avis.co.in has been conceptualized and developed by Fast Conversion Marketing Solutions Pvt. Ltd.

Contact Us:

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