



# Re-engineering a Legacy Standalone Guest Information System as a Web-based System



## Challenge

A leading retailer in the US wanted to re-engineer its legacy standalone Guest (customer) Information System to a web-based system in the Microsoft .NET environment to provide substantially enhanced functionality, including the retailer's Community Rewards (loyalty card) functionality. The online stores, checkout or Point of Sale (PoS), and call center applications were to be enhanced to use the customer and associated loyalty card information.



## HTC's Solution

HTC was contracted by the retailer to re-engineer its Guest Information System. HTC studied the retailer's existing system during the initial phase of the project and later designed the data and process models, and developed the application using .NET to support the retailer's call centers to manage their Guest Information effectively and reward loyal customers. HTC also integrated the re-engineered application with the Point of Sale, Call Center, and Online Stores applications and provided production support for web-based applications and mainframe programs. The major modules implemented included Guest Profile, Credit Card Details, Purchase Information, Community Rewards, Comments, and Grievances and Complaints.



## Benefits

- Linking of cards used by the guest, which included the retail company's credit cards to the Guest Profile
- Provision to either redeem the points or donate the reward points to charity organizations with the option to specify the percentage of reward points to be given to each organization
- Provision for charity organizations to enroll their organizations for contributions from guests
- Provision for guests to register their compliments and grievances
- Apply promotion rules and reward point calculations for the new application
- Provide the retail company credit card status details to the Point of Sales from the Guest Information System
- Transfer dollar amount equivalent to the earned reward points to the charity organizations
- Provision for guests and charity organizations to document the comments on the reward programs, which are managed by the call center

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