



An Online Ordering, Payment And Loyalty Management Solution For Priya Village Roadshow Cinemas

PVR Cinemas has broken many national records in field of cinema exhibition. Their theatres, the first chains of multiplexes in the country, boast of the highest box office collections in India for 5 consecutive years. The cumulative admissions till date have exceeded more than 6 Million moviegoers.

Trisoft Systems was engaged to build a state-of-the-art e-business solution on the Microsoft platform to provide PVR and their customers with a new way of conveniently checking movie schedules, ordering and paying for tickets online, as well as managing online loyalty based programs.

PVR Cinemas is a brand name synonymous with state-of-the-art cinema exhibition in India. It started operations as a joint venture between Priya Exhibitors and Village Roadshow Pictures, one of the world's largest media distribution conglomerates. PVR Cinemas specializes in developing and operating state-of-the-art Multiplexes and has been a pioneer in multiplex development by setting up India's first - PVR Anupam 4, at Saket in city of Delhi. Over the last three years, PVR Cinemas has established itself as a very strong brand associated with movies, quality exhibition, food and youth-targeted promotions. The company presently has 4 multiplex theatres with 12 screens in the city of Delhi with another 7 screen theatre under construction in city of Gurgaon, which is the fastest growing suburb in India.

By attracting a record number of urban middle & upper income consumers to the complex, major national & international brands - McDonalds®, TGIF®, Archies®, Benetton®, Pizza Hut®, Nike®, Reebok®, Adidas® - have opened their outlets in the multiplexes, making PVR the destination for complete family entertainment.

Situation

Faced with an increasing number of customers standing in long queues outside their theatres, PVR faced the challenge of providing "Customer Delight". Customers desperately wanted a easy way of ordering and paying for their tickets without the delays and inconvenience of standing in long queues.

PVR needed a mechanism to administer their loyalty program "The PVR Movie Club", as well as provide for other promotional and membership services to help partners maximize their presence at the multiplexes.

PVR Cinemas had introduced phone booking but it was not to prove viable, as customers were often "no-shows", leading to un-sold seats. This affected business profits.

Solution

Solution Overview

Customer Profile

Priya Exhibitors Ltd.

Industry

Movies and
Entertainment

Business Situation

The PVR movies is a ticketing system for online ticket booking from anywhere in India based on Microsoft Platform using ASP, COM+, IIS 5.0 and SQL Server 2000

Solution

Online ticketing and movie portal

Business Scenario

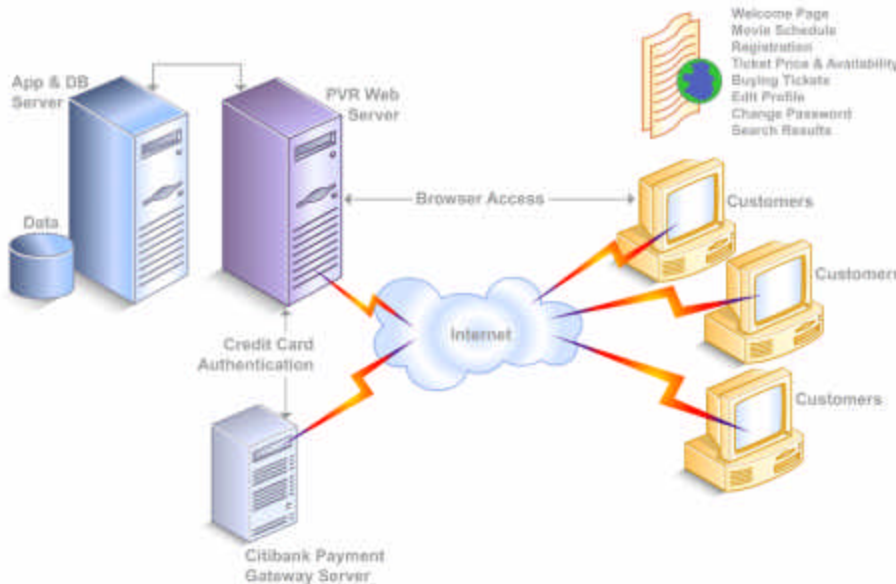
A Movie website for PVR Cinemas based on Microsoft Platform.

Benefits

- The solution targets those users who do not have spare time to stand in queue for booking tickets.
- These people are assured of a ticket before going to the theatre against a small additional fee without their physical presence.
- The PVR booking staff no longer needs complicated manual ticket availability and tracking mechanisms for issuing tickets. The ticket information is stored securely in a database, which can be accessed anytime for verification at the counter.
- Whereas new movie releases in the PVR Cinemas had to be released either at the theatres or in the newspapers, now these are available online

1. Movie Ticket Booking over the Internet

In response to the PVR Cinemas requirements, we proposed an E-Business solution using Microsoft Platform which would enable moviegoers to book their tickets electronically over the Internet from the comfort of their office or home. With the advent of the modern age, the typical user didn't have enough time to stand in line outside the theatres. The online solution allows users to select their shows, book and pay for their tickets. This guarantees them a ticket even before they arrive at the cinema hall.



2. Secure electronic booking through Citibank payment gateway

Customers were provided with a convenient option of booking tickets through the Internet via a secure channel using Verisign SSL (Secure Socket Layer) and for the first-time the customers experienced the advantages of an electronic ordering system. This feature enabled customers to get confirmed tickets online from the web site by making payment using their credit card or debit cards. Trisoft integrated the online transaction seamlessly with the Citibank Payment Gateway Server.

3. User Benefits - Movie Club Program

In order to market the website to the customers and increase the customer base for online booking, PVR Cinemas introduced the concept of a movie club for those users who register themselves as members. Once a customer becomes a member, they are allowed to buy tickets within minutes using their credit cards and, can participate in contests and win prizes. Members can also subscribe to newsletters containing movie-related events and movie charts.

4. Loyalty Programs - Club Class Membership

The membership of the Club Class provides moviegoers with all the facilities provided to a normal member. Additionally, the Club Class Members can earn loyalty points and redeem them against gifts. They can also maintain a convenient online account, update user account information and administer their loyalty program.

Regular moviegoers, who do not have credit cards, benefit from this membership by operating a debit-account. At the time of registration, they can create a minimum balance in their account and thereafter avail all the facilities without using their credit cards. This feature was built in

along with their schedule in the website and tickets can be booked as soon as the schedule is released by PVR.

- Role Based and secure access to web site through VeriSign Secure Server encryption from anywhere benefited both the customers and PVR staff.

Microsoft Products Used

- Microsoft Visual Studio 7.0
- Microsoft SQL Server 2000
- Microsoft Windows® 2000 Server

to allay perceived fears of Internet ordering, as well as allow a larger population, i.e. those without credit cards, to access the services.

A wallet balance feature enables members to check the balance in their accounts and view their current statement. This gives them a snapshot view of the transactions as well as the points accumulated and redeemed. Members can redeem the accumulated reward points from their wallet.

5. Statement of Account and Payment Reconciliation

The application also provides the facility to generate an end-of-month statement of transactions executed by the system. This helps the PVR staff to reconcile their accounts with the Citibank Payment Gateway and has drastically reduced the time-consuming process of manual reconciliation.

6. The Technology

The website runs on Microsoft Windows 2000 Server and Microsoft SQL Server 2000. It receives more than 200,000 hits a per day and has the capacity to cater to 250 concurrent users at any given time.

Benefits

The movie portal has benefited PVR in many ways out of which a few have been outlined below:

- Convenient online ticket booking through the Internet, which in turn leads to more, and repeat customers and shorter queues.
- Access to information and other movie-related promotional news through the newsletters.
- Increased Operational Efficiency through painless transaction reconciliation at the month end.
- Online Brand extension by projecting a tech-savvy image, and appealing to Generation Y consumers who spend a lot of time browsing the Internet.
- The Club Class memberships through the portal have built successful and lasting relationships with customers who are provided with special services like contests, loyalty points and redemption against exciting gifts, home delivery of tickets at a nominal cost, online account maintenance and more.

About COM+

COM+ provides a single vision for creating component-based, distributed applications. It provides the developer with the tools to create transactional, n-tier applications. It also combines enhancements to Microsoft's Component Object Model (COM) a new version of the technology called Microsoft Transaction Server 2.0 (MTS) and many new services like Role based security, threading, object pooling, load balancing, queued components, in-memory database and component services. Together, Active Server Pages (ASP) and COM+ components provide an attractive alternative to other types of dynamic web scripting/programming.

About SQL Server 2000

SQL Server is the best database for the Windows environment. SQL server takes care of the customer requirements in the areas of ease of use, scalability and data warehousing. It scales from the laptop to the enterprise using the same code base with 100% code compatibility. It has Integrated

OLAP Services and Data Transformation Services and has strong integration with Microsoft Office, Microsoft Back Office and Microsoft Visual Studio.

About Windows 2000 Advanced Server

Windows 2000 Server provides an integrated, comprehensive and easy-to-use solution. As opposed to combining un-integrated services, Windows 2000 Server provides complete integration between its services resulting in easier management and lower total cost of ownership.

Overall speaking, Windows-2000 is a superior choice as an Internet/Intranet solution OS. It's the best Operating System for deploying SQL-Server database.

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