



Case Study



Icreon

Career Guidance India

Automated Query Management & Effective Online Presence

CareerGuidanceIndia (CARING), a career counseling organization, required an effective Web presence with comprehensive query management capabilities. In this effort, they teamed with Icreon to develop CareerGuidanceIndia.com as a dynamic, database-driven Website. The Website provides features such as “Career Explorer” & “Career Hotline”, offering latest news and online service for posting queries. At the administrator’s end, Web content and queries are managed through a database driven process. An important feature of CareerGuidanceIndia.com is an offline query management system, customized to meet the requirements of categorization and query management on a daily basis.

Customer Profile

CareerGuidanceIndia is managed by Mrs. Pervin Malhotra, Executive Director, CARING, and a renowned career counselor & columnist for the print and electronic media. Assisting people with career related issues the organization offers guidance to help students and professionals in choosing the right career path

Business Requirements

CARING wanted to expand as a service by establishing an effective online presence through the dynamic Website - CareerGuidanceIndia.com. The intension was to offset the logistical & time-related issues that they faced in catering & responding to the countless queries received through mail and post, on a daily basis. They required an automated query management system to categorize and manage these queries.

Automated Query Management Services for Career Guidance Seekers

Benefits:

- Centralized Query Management System that facilitates Quick & Customized Responses
- Specialized query handling through multi-level administrative processes
- Dynamic content management

Choosing the correct career path is becoming an increasingly important & rather ‘confusing’ decision for students and professionals alike. CARING offers career guidance services to people, assisting them in making the right career decisions. In its effort to expand and cater to a wider audience, CARING wanted to use the power of the Web. An advanced query management system had to be incorporated, to manage queries. Earlier on, queries were received in heaps & bounds

through e-mail and post, which had to be managed through a manual process. The query management system was required to automate this process and allow easy categorization and quick response to queries.

As a service, dealing with one of the most critical decisions of one's life - Career, CareerGuidanceIndia.com reflects its purpose with powerful and easy to use features. While the architecture design caters to the performance requirements, facilitating speedy access & response time, the interface is catchy and attractive. The Icreon team was involved in the project right from the requirement analysis phase. Although the project requirements changed at various phases, there was comprehensive change management at Icreon's end. There are two different aspects of this project - development of CareerGuidanceIndia.com user interface and an advanced Query Management System.

CareerGuidanceIndia.com provides information about various career aspects plus the facility to post online queries. Since the Website content required to be changed continuously, its management had to be made fast and easy. Icreon suggested the development of this portal using ASP as the front-end and SQL Server 2000 on the backend, to allow dynamic management of data and queries.

CareerGuidanceIndia.com has a unique design, driven by well-defined processes.

For example, there is a Career Hotline on the Website, where registered users can post their queries. These queries are received through the administrative backend and responded to, within 48 hours.

The Query Management System has multi-level administration. The Super Administrator for the system manages several Sub Administrators, who in turn are assigned to handle queries within their own domains, categorized by subjects such as engineering, journalism etc. The super administrator allots preferences to sub administrators for each query category. Queries are distributed category-wise, and are assigned to the person with the highest preference in that category. If the number of queries still exceeds the maximum limit of the most preferred person, it goes to the second preferred person in that category. The Query Management System functions offline and synchronizes the query status with the online system, as well. In this process, if the query has been responded to, then the status is updated as "Sent". Similarly, new queries that are posted online are downloaded by the system and added to the list of new queries. This system is highly generic and can be completely customized as per requirements. Queries received through post can also be entered into the system to track & manage the responses to these queries.

CareerGuidanceIndia.com offers advanced search capabilities, allowing students and professionals to look for colleges and courses of interest. Latest news and information about entrance exam deadlines can be mailed to registered users. Realizing the need to constantly update the Website, we designed it to allow easy maintenance. The site also offers a 'Career Bookstore', which lists a collection of career guides, reports and study guides. Customers, interested in buying these books, can place their order through the site. The order is processed and the payment can be made on delivery.

Technologies used in developing this application are:



Summary

CareerGuidanceIndia.com is a combination of two varied set of requirements - one catering to CARING's online presence (CareerGuidanceIndia.com) and the other to automate and manage its queries (Query Management System). Both of them are interdependent to a certain extent. The Query Management System is a highly customized solution developed to track, manage, & enhance the query response time. The system is designed as a very flexible one, which can be easily modified and enhanced with newer features. With this system, CARING has been able to streamline its query management processes unlike the manual system, which was prone to higher rate of errors. Eventually, the entire package enhanced the query handling capabilities of CARING, while improving its service quality.