



Case Study



Icreon

Zest Online

Web Presence for Zest Activity Club

Zest Activity Club, a U.K based company, required a solution that would enable them to offer online membership to prospective members, and online bookings to members for the events organized by the club. The solution developed by Icreon provided Zest Activity Club with a means to easily share information about their club. Prospective members could subscribe and join the club online. Backend modules were developed enabling administrators to view and process membership requests and event booking orders, and generate and download reports for the same.

Customer Profile

Zest Activity Club is a Lancashire, UK based company offering and organizing leisure activities and social events for individuals and families. They organize a wide range of activities and events including canoeing, caving, extreme sports, wine tasting, themed evenings, theatre trips etc.

Business Requirements

Zest wanted a solution that would enable them to advertise and share information about the club with a large potential customer base and provide them with the opportunity to join and become a member of the club online. The solution was also required to provide members with the opportunity to browse through event details and make online bookings for the same. Provisions were required to be built enabling administrators to easily manage and maintain the entire website including the publishing of content, managing of the events calendar, processing of membership requests, etc.

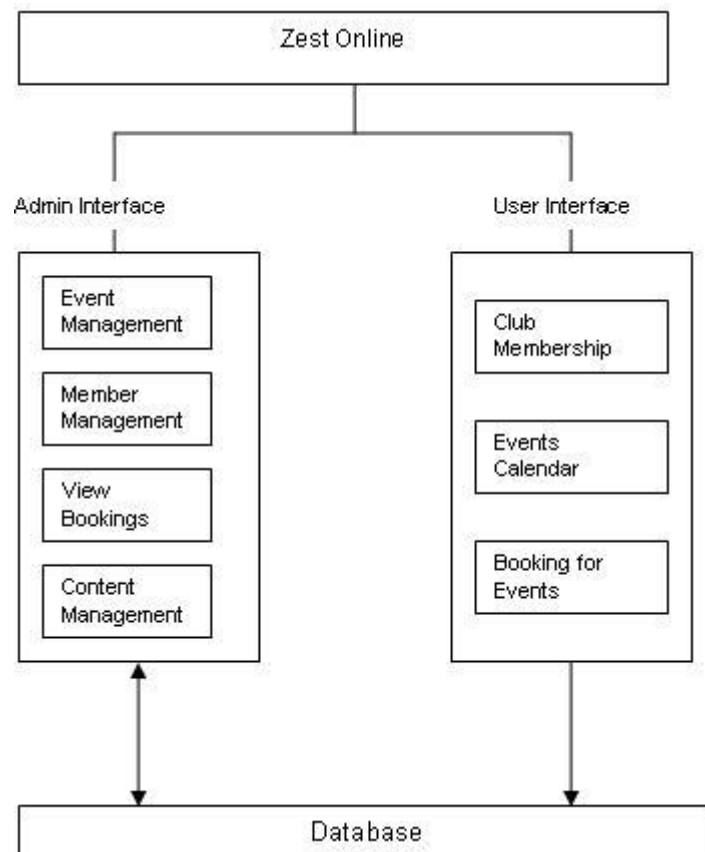
Increasing membership through online registration and bookings

Based on the client's requirements, Icreon designed and developed the website for Zest. Through the website surfers can browse through and get latest news about the club and can apply for membership online. Members can view the schedule of upcoming events and activities, browse through individual event details and place online bookings for the same. Options to make payments online via credit cards or offline through cheques have been built into the application.

Administrators can create and manage the events calendar by creating event categories such as swimming, dancing etc and add activities/events to the same specifying details such as description, date, number of adult and child places available, cost (for members and non members) etc. The calendar of events (a maximum of 3 months i.e. the current month and two upcoming months) is displayed on the main website and events are highlighted on the basis of the categories (i.e. whether Adult, or Family or a combination of both).

Administrators can view details of members and can add the membership number (based on the offline membership card) and membership status to the member's profile. The bookings for various events, placed by members online, can be viewed and downloaded as a CSV file.

Functionalities have been built enabling Administrators to create and upload image galleries for various events, publish and manage content such as FAQs, discounts, partner details , latest news etc appearing on the website.



System Architecture

Technologies used in developing this application are:



Summary

With the successful delivery and implementation of the solution, Icreon has enabled Zest Activity Club to reach out and attract a large customer base thereby leading to an increase in the club membership and revenue. The solution has enabled Zest to offer its members a host of online offer features and functionalities such as schedule of events, latest club news, discounts, online membership subscription, online booking for activities etc.