

CASE  
**STUDY**  
ON

**Joyalukkas**  
World's favourite jeweller



SMARTCARD SYSTEM  
**iBonus**



## Synopsis:

The flagship company of Joyalukkas jewellery touches the lives of over 10 million customers across 8 countries through its 64 outlets. Joyalukkas was the first ever jeweller to receive the ISO 9001 and 14001 certification. Joyalukkas is now the world's #1 22-karat jewellery.

Joyalukkas showcases over 100,000 designs for each of the 100,000 expressions of women. In addition to in-house, international and DTC brands in gold and diamond jewellery, Joyalukkas also offers an extensive collection in platinum and precious stones jewellery.

Joyalukkas is widening its horizon to make a foray into countries far and wide. Our customers in Bangalore, Chennai, Mumbai, Ahemadabad and Singapore will soon have the pleasure of shopping at Joyalukkas in their home cities as we are opening new showrooms in these locations in the near future.

## Detail:

Joyalukkas had preferred iBonus System for providing Bonus Points to all members doing purchase in their outlets, and those points can be redeemed with a purchase anytime within the card issued nation provided with its corresponding amount. Members can easily access web reports for their balance points or cash enquiries. Administrators can view the reports like reports on cards issued, reports on member status etc. Whereas Marketing Managers and General Manger can view their own reports as per essential.

Easy to manage the whole system as it is follows unattended rule. iBonus System harmonized the rapidity of fast deployment as required by them, and was ready to use in 2 weeks time interval. For all outlets, speed and downtime could be major factors which determine winning or losing. They may need to settle and update Bonus Points to all prestigious customers during final invoice settlement. iBonus Loyalty and Prepaid System, as an off-the-shelf system, have successfully been deployed in their site with 85 Terminals and 100000 cards in record 5 Days time. iBonus System is providing obligatory rapidity to finish the dealings in record time. iBonus Terminals were used as Bonus System for Loyalty applications. iBonus Terminals were robotically adding Bonus Points during each purchasing. This way Business Owner and Customers enjoys win-win situations.

iBonus generic version has 95% of what this project is needed. Based on the core of journal database, card replacement, repair and renew and all other rugged software design, Technical Consultant team in AVI INFOSYS LLC managed to design and deploy the specification based on policies of Client.

Many customers of iBonus System find that the generic version can suit their need. Based on its robust data handling algorithm, even customization is needed, this can be done very quickly while maintaining its beauty, thereby lowering the cost of customization.

