



# Rewards Card Management Application

## CLIENT



## BACKGROUND

ReflexiveData ([www.reflexivedata.com](http://www.reflexivedata.com)) is a provider of Automotive Repair data. It provides the marketing solutions like Rewards Card Management, Service Reminders etc. around the repair data. There are more than 8,000 repair shops in the United States that use their services.

## CHALLENGE

The rewards card management required a desktop-like interface that allowed users to scan rewards cards. The look and feel to be needed to be customized for different clients.

## WHY TELERIK

Telerik RAD controls helped to create a full-screen Ajax application and a complete client side object model to work with using JavaScript. The Telerik skins make the user interface look unique without any additional work with CSS or HTML.

## CHALLENGES AND OBJECTIVES

Pit Crew Marketing provides a reward card program for automotive repair businesses to generate business and improve patronage. When a business offers the reward card, customers are able to earn points and redeem rewards.

Pit Crew needed to add a high quality web interface to their existing web portal. Because the end users of this interface are primarily administrative employees at automotive repair shops, Pit Crew wanted a non-technical interface so employees can quickly use the system to manage the rewards card information.

The rewards are traditional plastic cards with a barcode that is processed by a scanning device, and the web interface needed to be high performance to accurately capture the account information. Additionally, this service is intended to be used by a variety of different automotive repair businesses, so the interface needed to be customizable to match each client's brand.

## THE SOLUTION

To develop a web application with rich internet experience requires a lot of client side programming in JavaScript and to develop such a site from scratch requires horrendous amount of time that would not justify the cost. Also, as a developer, we wanted to focus mainly on .Net programming and were looking for rich UI controls that allows intuitive JavaScript model for client side programming.

Looking at all our needs and experience, we chose Telerik because of its rich set of controls that are very intuitive to use. It provides a complete object model for client side programming via JavaScript. This

allows us to achieve desktop-like behavior within a web application. Another advantage is the Skin feature. We could display the same UI with client preferred colors using various skins provided with Telerik. This allowed us to focus our efforts on the core requirements of the application.

To achieve a better performance we used web services and on demand loading drop-down lists. We used Telerik's Ajax Manager to eliminate the need to refresh the entire page. When a user scans a rewards card, the information populates immediately, which allows the experience to remain seamless.

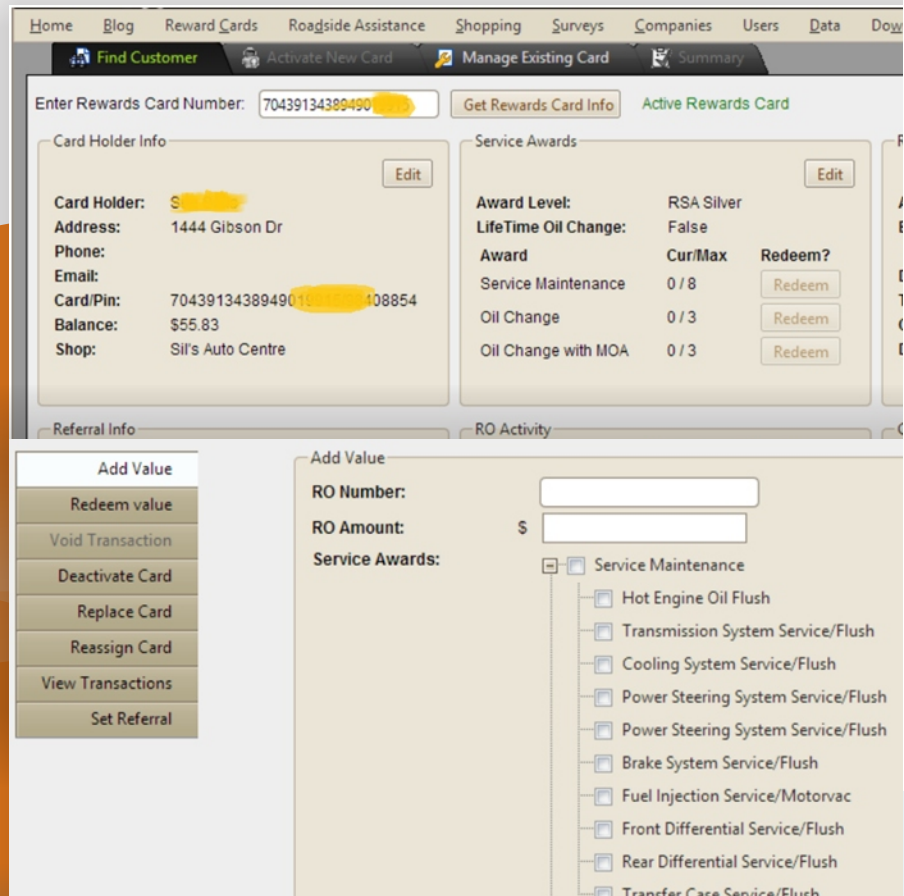
## THE RESULTS

By using Telerik RAD controls we not only met our client's requirements, but finished the development substantially earlier than the target date. The client was able to bring the service into the market ahead of schedule and successfully showcased the portal to its customers. Because it was designed to be usable anywhere, the rewards card portal delivers a similar experience across all major browsers without rework.

While the client estimated three to four months for the project, our developers' comfort and expertise with Telerik RAD Controls allowed us to deliver the portal for acceptance testing in only six weeks. Three team members (including developers and a designer) were involved in this project. The developers were very familiar with C# and .net technologies and were not fond of programming in JavaScript. The first thing developers liked about Telerik was its JavaScript model. Our team said "we see coherence between both the server side properties, methods and the client side properties and methods. The controls were intuitive and did not require a steep learning curve." The second most beloved feature is the Telerik Skins and Themes. Developer did not have to waste any time figuring out the right colors and the default skins in the package were ready to use.

The best part of using Telerik is the forums and support. For every problem or question that we faced there was already an answer in the forums or the support team was ready to answer.

The rewards card portal allowed end users to easily manage rewards through a web based interface that resembled a desktop application. End users are satisfied that they can scan the rewards card and the portal immediately displays details from the account linked to the rewards card.



### TECHNICAL DETAILS

Please include information about the following, where applicable:

- Operating System  
**Windows 2008 Server**
- Database Platform  
**MS SQL Server 2008**
- Number of Developers  
**2**
- Development Time  
**2 Months**

### RESULTS

Our development time was reduced by an estimated 50% because of the Telerik's Theming capabilities and the JavaScript object model. Our developer could easily manipulate the behavior of the RAD controls using JavaScript and Ajax without being expert at JavaScript.

### QUOTE

“ AI's mastery of Telerik's products helped us avoid a series of UI challenges. As a result, our Rewards Card product was released ahead of schedule. Our users reported a better than expected UI experience because it was like using a dedicated desktop application over the web.

**Anders Jenki**  
CEO, Reflexive Data