



Business Intelligence Portal to Monitor Customer Feedback

3S USA, Inc. IT Services | BPO

Introduction

Our client is the largest casual dining chain in the world, with locations throughout the U.S. and many countries worldwide. Founded nearly three decades ago, this chain has grown to over 1990 restaurants operating in 49 states, 17 international countries and one U.S. territory.

This global restaurant chain needed a business intelligence (BI) portal to monitor customer feedback. They chose 3S to lay the foundation of this new BI tool to provide real-time performance insights to its team.

Client Requirements

Our client needed a Web-based solution to monitor and measure customer satisfaction. To retain the present and gain the prospective customer, effective management of high volumes of customer feedback was critical.

We devised a strategy not only to easily access the desired data, but also to identify and address issues promptly by measuring all possible variables.

Our Solution

We created a highly scalable and secure Web-based Microsoft.NET enterprise publishing system to effectively collect data and deliver reports. Using RUP methodology, we developed a data bridge joining the data collection system with the web publishing system.

This self-service application is designed to deliver feature-rich reports that can be easily modified in various file formats. It can even provide multi-dimensional graphs and charts with the aid of various data visualization tools and techniques. And the powerful filtering system allows users to display only the preferred responses.

These incredible results were made possible with our 3-tier architecture (diagram below). Using Microsoft .Net, Microsoft Windows Server 2003, Dundas Charting, Aspose, componentArt and Oracle 10g and Microsoft SQL Server 2005, we separated business logic from the display and database layers. This made the application highly scalable and modular.



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Presentation GUI	End User's System (HTML Windows forms, etc.) Physically on the client's machine		
Marks the separation between the client and the server	The Web Server-Sided IIS (VBScript, Jscript, Web Forms, C#, VB, NET, etc.) Producing: HTML, XML, DHTML, WML, etc.	Distributed Logic Needed to connect to the Proxy Layer on the server to Send and Receive requests	Client Interface (Windows-based forms, a custom application, or anything else the client is able to display)
Presentation Logic Tier		Proxy Tier (SOAP, CORBA, RMI, DCOM, etc.)	
Business Tier	Business Objects and Rules Data Manipulation and Transformation into Information Could be designed in a stateful manner		
Data Access Tier	Interfaces with the Database Handles all Data I/O Made to Scale, usually Stateless		
Data Tier	Storage Query & storage optimization Performance (indexing, etc.)		

In the meantime, our interface design team created, designed and implemented innovative and outstanding concepts to deliver a user-friendly system. From logo design to catchphrase, they delivered attractive design elements to enhance the technical features of this application.

To ensure smooth performance, we created an Implementation Design Document including the following:

- Completion and review of the 3S web application pre-installation checklist and sizing (hardware and disk configuration) consideration
- Identification of installation pre-requisites and site preparation activities
- Server location(s) and connectivity requirements to initial nodes and interfaces (includes security considerations)
- Database configurations, requirements, and considerations for all measurement servers
- Required network and system resources such as port utilization and the like
- Client monitoring configuration and implementation
- Site preparation (customer-owned) and implementation schedule



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3S USA Inc :

3S is an information technology service specialist assisting various industries design, develop and implement a wide range of technology-based business solutions. We are committed to deliver customized agile development solutions through our offices in US, India and China.

Technology :

SQL Server 2000

HTML

AJAX

Benefits

We delivered a highly optimized analytic business intelligence engine for easy monitoring of customer feedback. This accurate and reliable portal is unrivalled and supports the rapid growth of our client's business.

Some of the benefits delivered by this well-documented application are, but not limited to, the following:

- Highly scalable and manageable data intensive application
- Real-time reporting
- Bridge to move data across multiple databases
- Email alerts
- Self-service capability
- Advanced data visualization techniques
- Authentication and Authorization

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