

BUILDING A CUSTOM APPLICATION ON FORCE.COM PLATFORM FOR



Our Customer

CEAT Tyre, the flagship company of RPG Enterprises, was established in 1924 in Turin. Today, CEAT is one of India's leading tyre manufacturers and has presence in global markets. CEAT produces over 165 million tyres a year and offers tyres to all segments and manufactures radials for: trucks and buses, light commercial vehicles, earthmovers, forklifts, tractors, trailers, cars, motorcycles and scooters as well as auto-rickshaws.



What
bothered them

Client was using complex, hard to use system to handle overall processing for internal users and dealers. Activities such as placing order, making claims, warranty addition was very cumbersome and time consuming. No native Android or iOS were used. Due to above issues overall flow of the system could not be predicted well. The other important issue faced by client was use of technology that was hard to change.



What we did

- The customer wanted a custom web and app to manage their tyre operation efficiently.
- Requirements were typical and niche to their business.
- The app need to be simple to use, available on mobile, available offline and 24/7.
- Most of the functional requirements were not available in Salesforce out of the box, and there was no suitable app available in Google Play store and iTunes.
- Aress sent one of the lead BA to customer site to analyse the process and the pain areas for all the stakeholders.
- After understanding the requirements in detail, we suggested Force.com platform and developed bespoke application.



During the entire design and development process Aress focus was to build a robust solution, that is simple to operate by resources with low IT exposure and has fast manoeuvrability with minimum clicks. We used Community feature for this and the system was integrated with SAP. Aress also removed complex, hard to change systems used by making codes with angular.js. The entire force.com system was also integrated with the native apps prepared to give the dealers and customer a feeling that is same in web and app. The entire implementation process was conducted in an Iterative and Agile execution method. There were intermediate checkpoints through show and tell session, to capture user feedback.

User friendly mobile UI using native Android and iOS app in mobiles and tablets with mobile data network in case of loss of wired internet connectivity.

Order placement:

To place the order for products for dealer in web:

Order Warranty Registration eClaim Transactions Price List Register Complaints Files Profile **Order** Business Marketing Collateral Sales Promotion Pin Management

PRODUCT CODE

Please select usage: Truck

Order Warranty Registration eClaim Transactions Price List Register Complaints Files Profile **Order** Business Marketing Collateral Sales Promotion Pin Management

VIEW ORDER

Product Name	Material Code	Category	Quantity	MRP	Remove
11.2/24 (4) BROADCASTER	100043	FARM IRRIGATION	1	4107	

Confirm

Are you sure you want to place the order ?

Order Warranty Registration eClaim Transactions Price List Register Complaints Files Profile **Order** Business Marketing Collateral Sales Promotion Pin Management

REVIEW ORDER

Product Name	Material Code	Category	Quantity	MRP	REMOVE
11.2/24 (4) BROADCASTER	100043	FARM IRRIGATION	1	4107	

Order created successfully. Please note sales order number 001740101 for future reference.

Order Warranty Registration eClaim Transactions Price List Register Complaints Files Profile **Order** Business Marketing Collateral Sales Promotion Pin Management

Selected Category: Truck

☒ Search Category Wise ☐ Show Frequently Ordered

Product Type: --Select--
Category: --Select--
Run Size: --Select--
Front/Rear: --Select--
Size: --Select--
Fly Rating: --Select--
K200M: --Select--
TEXT: --Select--
Material Code: 100043

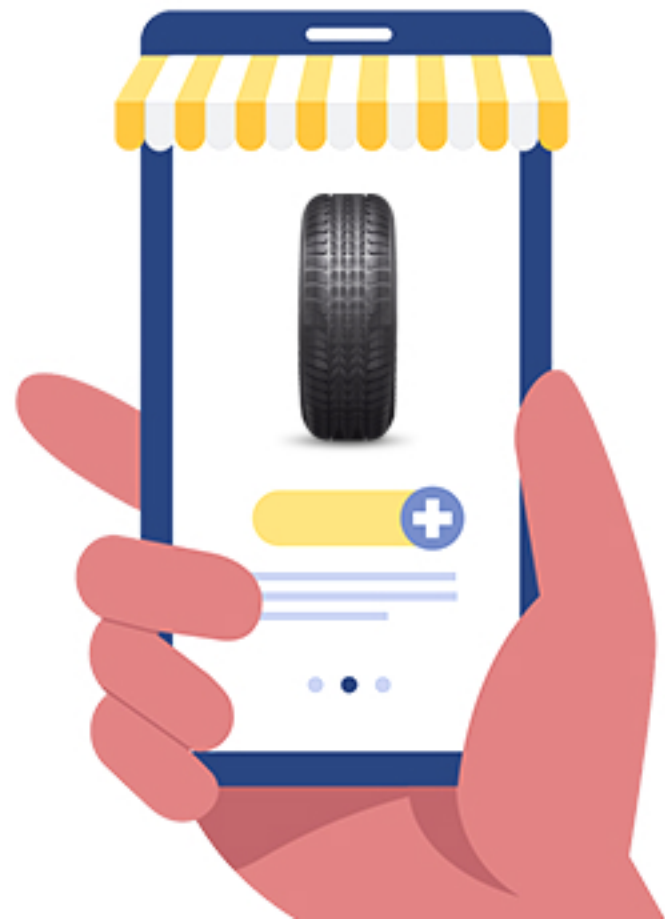
ADDED ITEM

Product Name	Material Code	MRP	Quantity	Remove
11.2/24 (4) BROADCASTER	100043	4107	1 <input type="button" value=""/>	

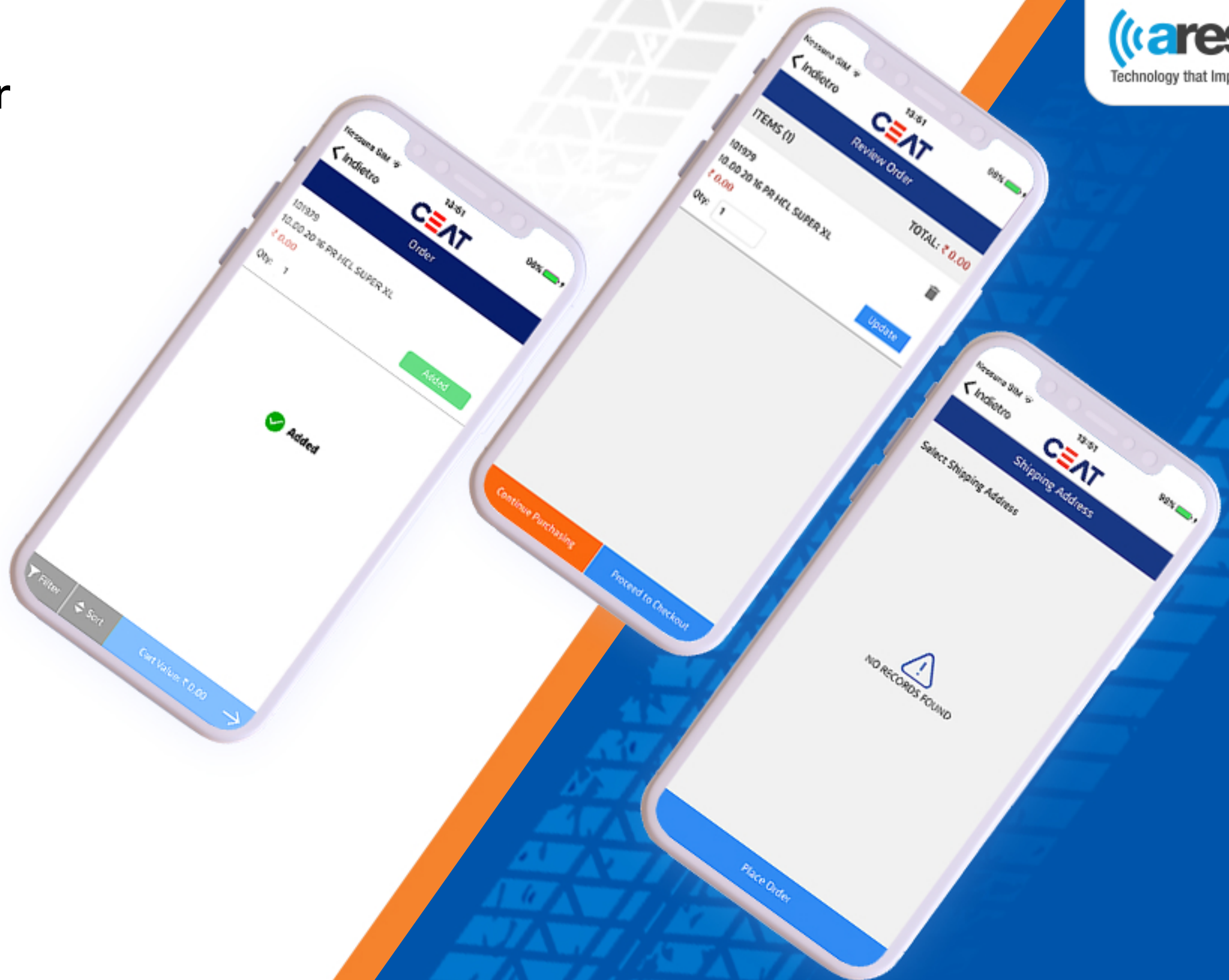
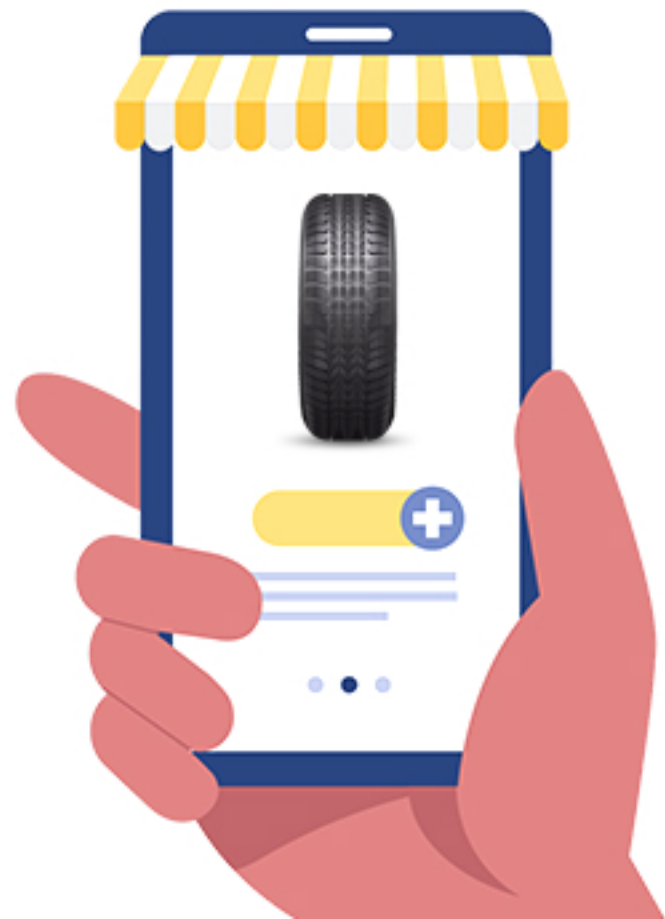
Ship To Address

SHOP NO. 1-2, CHALUN COMPLEX, 146 CHIMOTI GNATOLI, 452001, INDORE

To place the order
for products for
dealer in app
(Step 1):



To place the order
for products for
dealer in app
(Step 2):



Warranty:

This module is used to add the warranty for the tyre placed by customer in web:

CEAT ASSIST

Warranty Registration Form

[Continue](#) [Cancel](#)

* Indicates Required

Customer Details

Mobile No* Pin code

Category and Quantity

Product* Category*

Sub Category* Quantity*

Purchase Date*

Product Detail

Product 1

Name* Description*

Serial No*

[Continue](#) [Cancel](#)

CEAT ASSIST

Warranty Registration Form

[Confirm and Save](#) [Modify](#)

Please confirm all information

Customer Details

Mobile No: 9898989898 Customer Name: test may

Pin Code:

Category and Quantity

Product: Tyre Product Category: 2 WHEELER

Product Sub Category: Scooter Product Quantity: 1

Purchase Date: 10/05/2018

Product Detail

Product 1

Size: 3.50-10 Description: 3.50-10 SECURA ZOOM D TL

Serial No: N1115 Tyre Type: TL

[Confirm and Save](#) [Modify](#)

CEAT ASSIST

Thank you for Registration!

[Back](#)

Customer Details

Warranty No.: W-00001553 Name: test may

Mobile No.: 9898989898 Category: 2 WHEELER

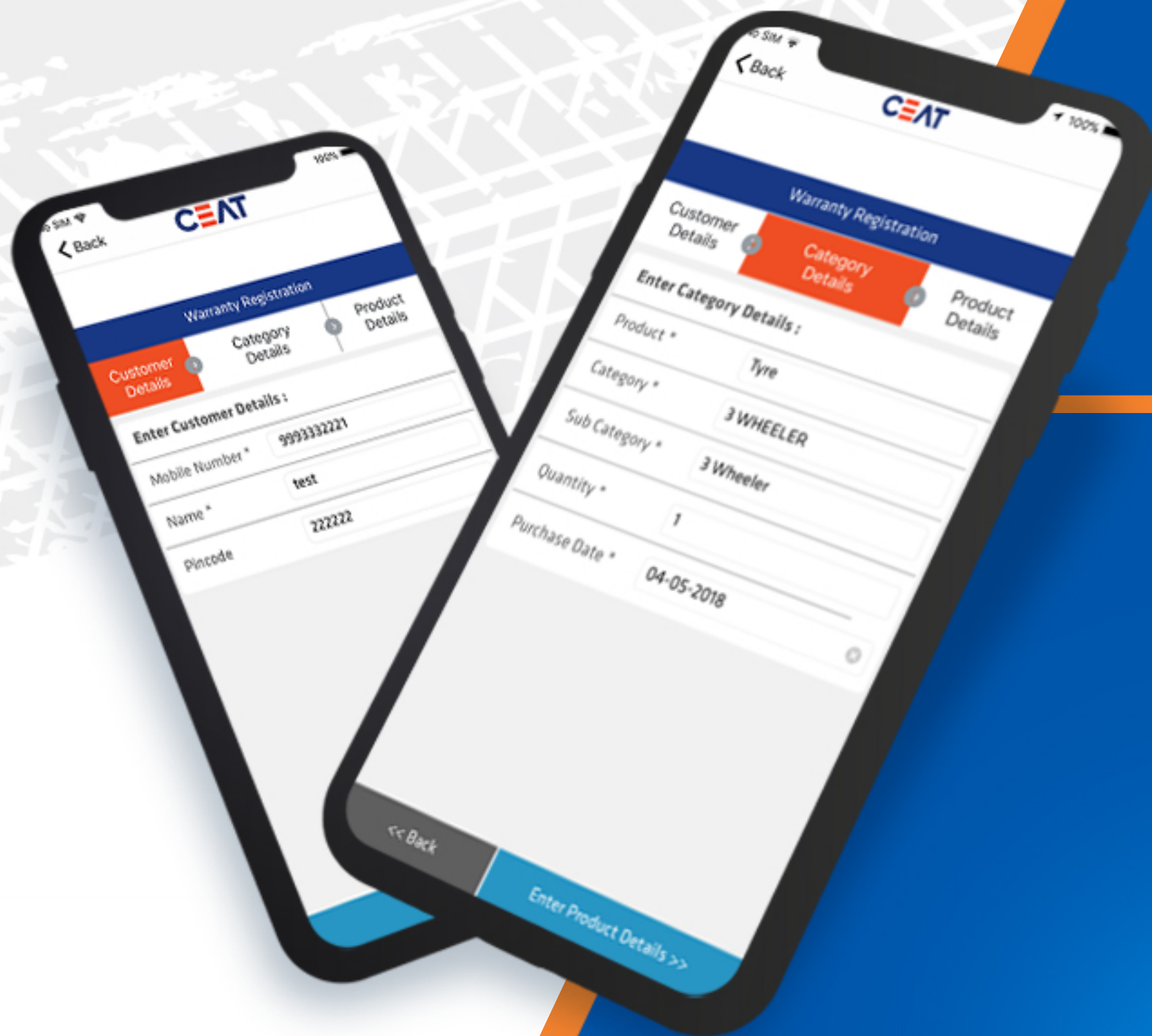
Sub Category: Scooter Purchase Date: 10/05/2018

Warranty Registrations

Warranty Number	Product	Serial No	Manufacturing Date	Warranty Validity Upto (Manufacturing Defect)	Warranty Validity Upto (Unconditional Warranty)*
W-00001553	Tyre	N1115	Mar-2018	Aug-2024	Aug-2025

*T & C - For details, please visit www.ceat.com

CEAT ASSIST Customer Care | Email ID: customercare@ceat.in | Toll Free No (Customer): 1800 22 12 13 | Toll Free No (Dealer): 1800 267 0000



This module is used to add the warranty for the tyre placed by customer in app (Step 1):





This module is used to add the warranty for the tyre placed by customer in app
(Step 2):



This module is used to raise Eclaims in webs (Step 1) :

ChatterEclaimTransactionsRegister ComplaintsFilesPrice ListOrderProfileSales PromotionMarketing CollateralWarrantiesHelp & SupportPin ManagementWarranty Registration

New Claim

New Claim

☒ Customer Defect☐ New Defect

Next

CEAT ASSIST Customer Care | Email ID: customercare@ceat.in | Toll Free No (Customer): 1800 22 12 13 | Toll Free No (Dealer): 1800 267 0000

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ChatterEclaimTransactionsRegister ComplaintsFilesPrice ListOrderProfileSales PromotionMarketing CollateralWarrantiesHelp & SupportPin ManagementWarranty Registration

Warranty Registration Search

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Warranty Search for Customer Defect

Mobile No1234567890

Serial NoN4317
Ex: N4415 of MPAPR17

Search

The product has not been registered for warranty. Do you want to proceed with the Claim? ☒ Yes☐ No

CEAT ASSIST Customer Care | Email ID: customercare@ceat.in | Toll Free No (Customer): 1800 22 12 13 | Toll Free No (Dealer): 1800 267 0000

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This module is used to raise Eclaims in web (Step 2) :

Claim Form

Save

Cancel

Back

* Indicates Required

Claim Type

☒ Customer Defect(ZC) ☐ New Defect(ZN)

Customer Name*

SSSS

Mobile*

1234567890

Pin code

123456

Customer Verified*

☒

Product Details

Product*

Tyre

Category*

2 WHEELER

Fitment*

Replacement

Size*

130/70-17

Description*

130/70-17 ZOOM XL TL

Serial Number*

N4317

Remarks

Inspection Details

Spot Inspect*

☒

Disposition*

ACCEPTTY (Manufacturing Defect)

Defect Type*

DEEP TRIMMING ON BEAD

Actual NSD*

1

OIS Number

OIS Date

4/5/2018

Complaint

00025090

Party code*

50002706

Spot replacement*

Yes

Image Upload

Browse...

No file selected.

Save

Cancel

This module is used to raise Eclaims in web (Step 3) :

[Home](#) [Dealer Print](#) [Customer Print](#) [Claim Email](#) [Email To Customers](#)

▼ Claim Details

Docket Number	C-00019195	Claim Status	Accepted
Claim Type	Customer Defect	Claim Date	4/5/2018
Created By	MALWA TYRE HOUSE	Replacement Offer (Tax Inclusive) In Rs.	1475.0
% wear	83.33	Notification Number	
Remarks			

▼ Customer Details

Name	ssss	Mobile Number	1234567890
Customer Pincode	123456	Customer Verified	Yes

▼ Material Details

Material Type	Tyre	Category	2 WHEELER
Size	130/70-17	Description	130/70-17 ZOOM XL TL
Fitment	Replacement	Serial Number	N4317
Spot Replacement	Yes	Complaint ref no.	00025090
Manufacturing Date	OCT 2017		

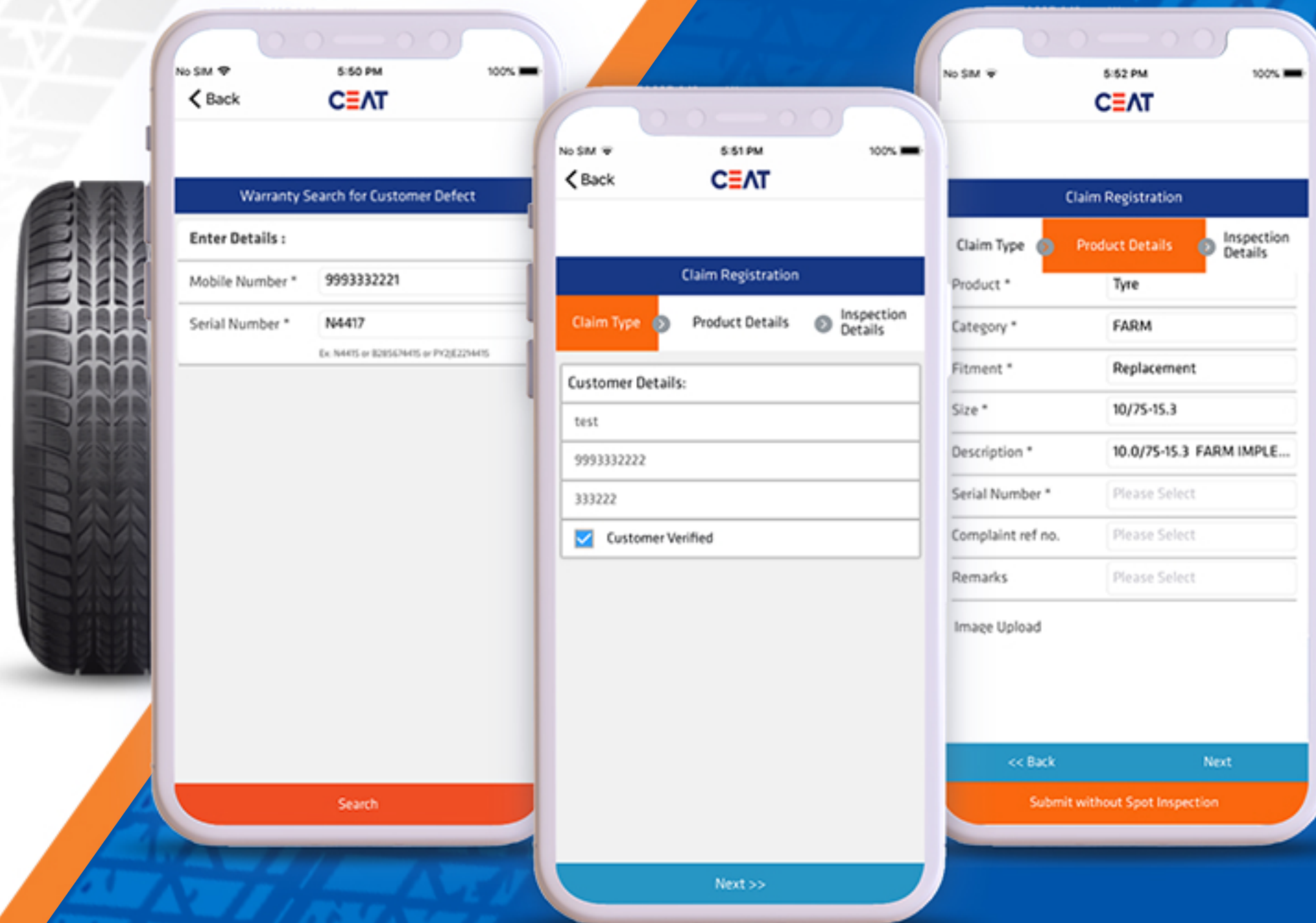
▼ Inspection Details

Inspection Date	4/5/2018	Disposition	ACCEPTY
Defect	DEEP TRIMMING ON BEAD	Original NSD	6.00
OIS Number		OIS Date	4/5/2018
Party code	50002706	Related Claim	

▼ Attached Images

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This module is
used to raise
Eclaims in app
(Step 1):



The image displays three smartphones showing the CEAT app interface for raising a claim. The first phone shows the 'Warranty Search for Customer Defect' screen with fields for Mobile Number and Serial Number. The second phone shows the 'Claim Registration' screen with tabs for Claim Type, Product Details, and Inspection Details, and a 'Customer Details' section. The third phone shows the 'Claim Registration' screen with fields for Claim Type, Product Details, and Inspection Details, and a 'Submit without Spot Inspection' button.

Warranty Search for Customer Defect

Enter Details :

Mobile Number * 9993332221

Serial Number * N4417

Ex: N4415 or B285674415 or PY28E2254415

Search

Claim Registration

Claim Type Product Details Inspection Details

Customer Details:

test

9993332222

333222

☒ Customer Verified

Next >>

Claim Registration

Claim Type Product Details Inspection Details

Product * Tyre

Category * FARM

Fitment * Replacement

Size * 10/75-15.3

Description * 10.0/75-15.3 FARM IMPLE...

Serial Number * Please Select

Complaint ref no. Please Select

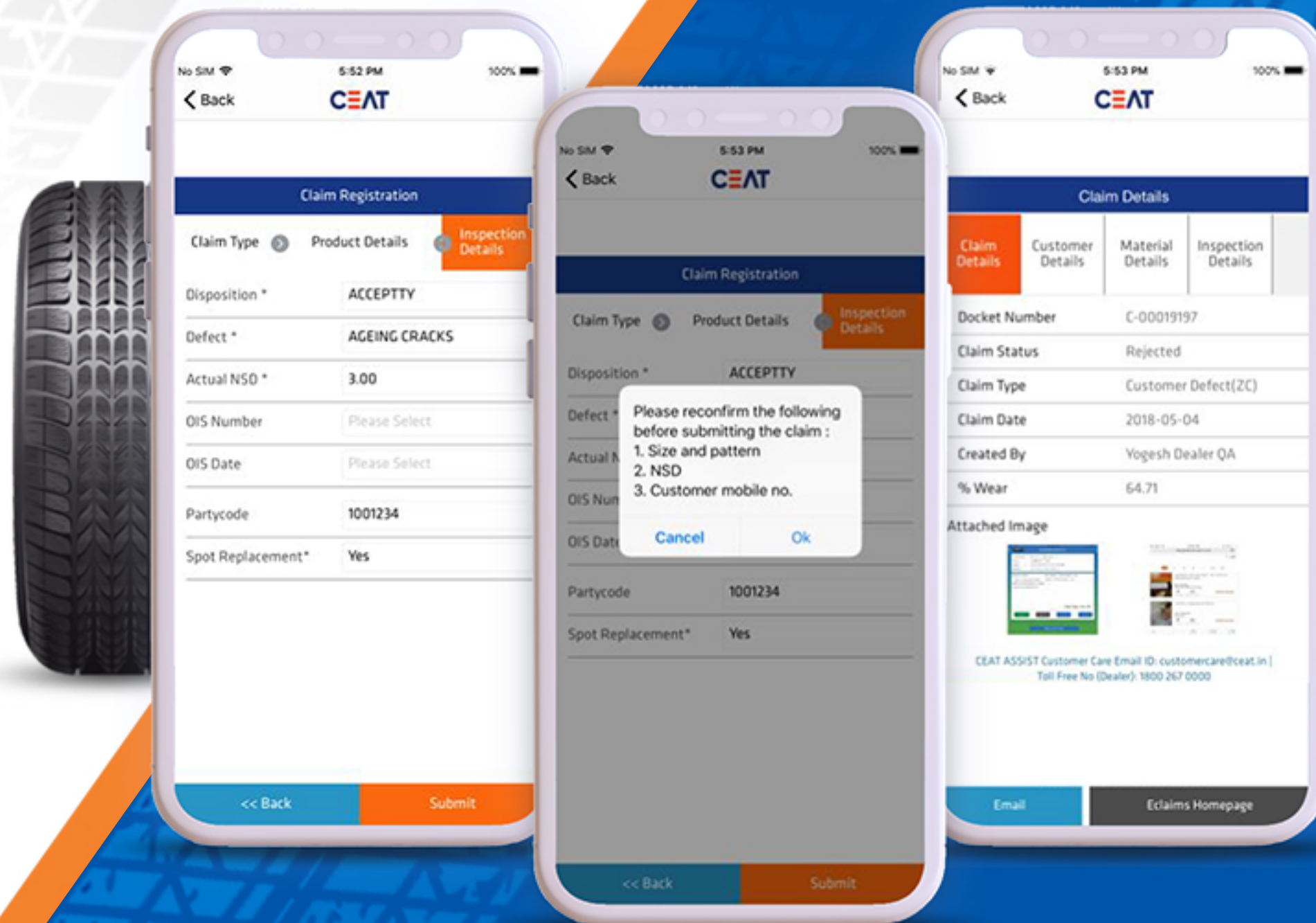
Remarks Please Select

Image Upload

<< Back Next

Submit without Spot Inspection

This module is
used to raise
Eclaims in app
(Step 2):



Business Value realized by the Customer

Now, Dealer management is available in one platform. We created simple interface for internal users to quickly make warranty and eclaims. The customers can place orders and the dealers can see them through order management. This resulted into faster turn-around, increased productivity of both internal users and dealers. The system is Mobile enabled, helping in better accessibility and improved customer experience. The system is now used by over 4500 dealers in India.



Customer is happy with the new system, leaving us as a proud implementation partner