

# Building an Application on **Salesforce Platform** for **Jumpin Heights** India's first Extreme Adventure zone



salesforce



## About the Client:

Jumpin Heights - India's first Extreme Adventure zone established at Rishikesh in 2006, it was for the purpose of bringing to India something its youth could be proud of. Jumpin Heights has cited the most astonishing bungee jumping platform in Rishikesh, just above the river Ganges to make your jump more happening and refreshing.

A team from New Zealand, the place native to this sport, was flown in to design the Jump Zone based on the original model.

## Challenges:

Client was using a custom-built .Net system, however, was not getting consolidated views to empower all the bookings and sales details.

- The existing system was designed on client-server architecture and due to the low internet connectivity at the Jump site the system was running slow or was not accessible.
- System was not accessible from mobile.
- For prompt response to the users when the net speed is low, all the bookings were done manually.
- Facility to import data into the system was not provided.
- Doing the booking and ticket printing was a time-consuming process.
- Inventory management was not provided for their Merchandise and Cafeteria.
- Data consolidation was a major issue as some details are captured in the system and other was manually entered in excel.
- Reports were not showing correct figures since complete data was not in the system.
- Sending SMS for daily Sales report to management was a manual process.



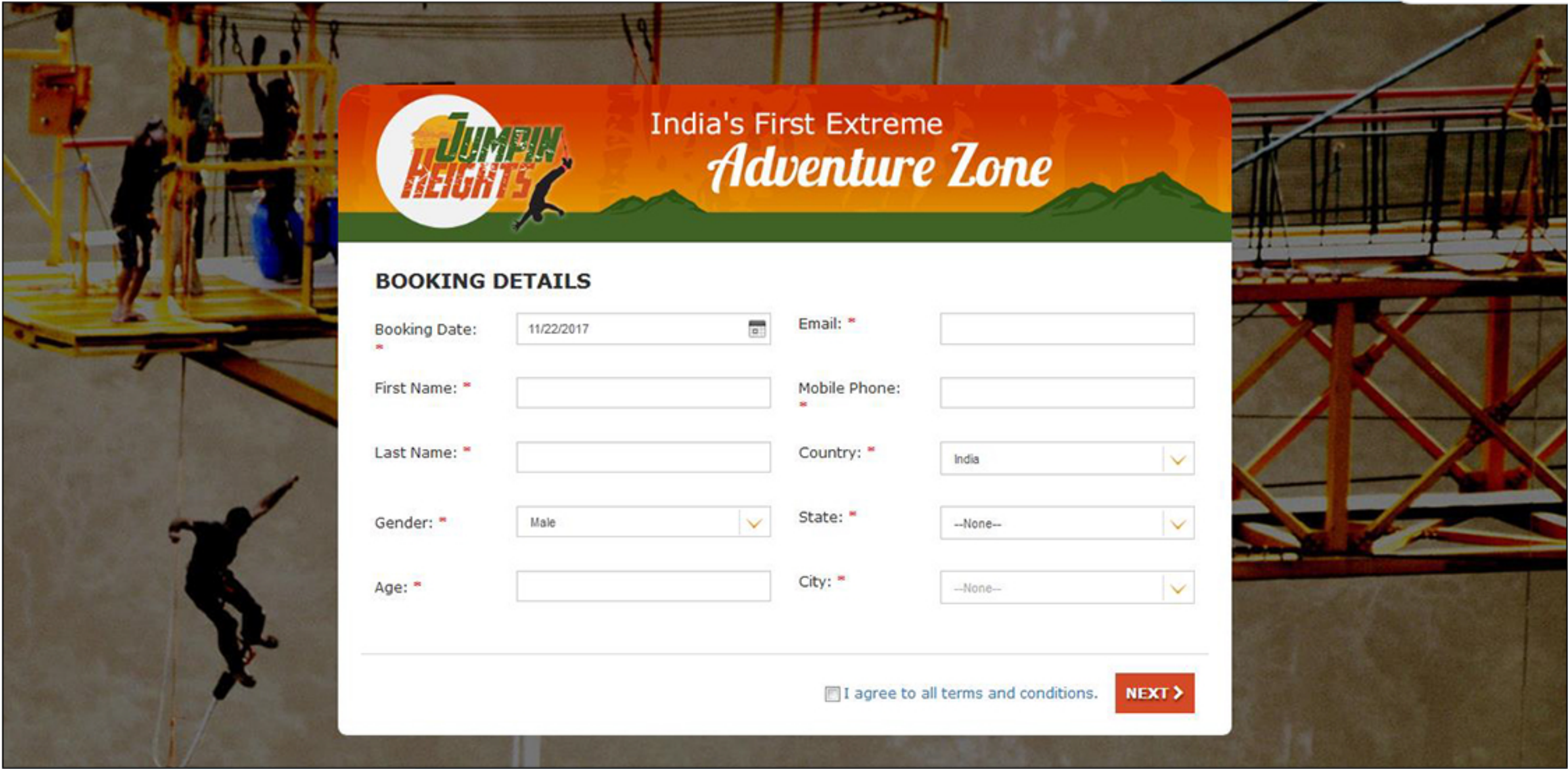
## The Aress Approach

Aress analysed the process and the pain areas for all the stakeholders. After understanding the requirements in detail, we have provided below solution:.

- Since this was a custom requirement, Aress suggested the Salesforce's Force.com platform and complete solution was custom developed in Salesforce.
- Designed system in such a way that the common features are developed from one module. For Example – All types of bookings were done from “Booking” module.
- Inventory management system was developed to keep track of all Buy, Sell and Transfer of products.
- Developed simple interface with minimal need of inputs from booking clerk for doing the various bookings.
- Provided attractive interface for Online bookings with responsive web design which works from all browsers and devices.
- Provided the mobile access to users for using the system on tablets with mobile data network in case of loss of wired internet connectivity.
- All the reports were generated from system. Custom filters applied to reports to meet the critical business requirement.
- Integrated the AppExchange product for sending SMS from the system.
- Same system was using at all the users (Jump site, Marketing, Agents), so the data was maintained in one system only.







**JUMPIN HEIGHTS**

India's First Extreme  
*Adventure Zone*

**BOOKING DETAILS**

Booking Date: *	<input type="text" value="11/22/2017"/>	Email: *	<input type="text"/>
First Name: *	<input type="text"/>	Mobile Phone: *	<input type="text"/>
Last Name: *	<input type="text"/>	Country: *	<input type="text" value="India"/>
Gender: *	<input type="text" value="Male"/>	State: *	<input type="text" value="--None--"/>
Age: *	<input type="text"/>	City: *	<input type="text" value="--None--"/>

☐ I agree to all terms and conditions.

**NEXT >**



**JUMPIN ADVENTURES P. LTD.**  
Village Mohanchatti(Uttarakhand)  
[www.jumpinheights.com](http://www.jumpinheights.com)  
+91-7830404067 , +91-7830335577  
GSTN: 05AABCJ9520E12V, State Code - 05

#### INVOICE

Date: 14/11/2017

Sr.No.: SG0004/17-18  
Invoice No.: N-1725

To,  
fvafv

Name	HSN/SAC Code	GST %	Particular	NOS	Price	Total
fadfv	999799	18	Flying Fox	1	1525.42	1525.42
Total				1	1525.42	1525.42
CGST						137.29
SGST						137.29
Total Payable						1800.00

For JUMPIN ADVENTURES P. LTD.  
Village Mohanchatti(Uttarakhand)

#### Site Booking Invoices



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[www.jumpinheights.com](http://www.jumpinheights.com)  
+91-7830404067 , +91-7830335577  
GSTN: 05AABCJ9520E12V, State Code-05

Booking Id : OLB0001/17-18  
Booking Date : 14/11/2017  
Name : Testing Aress  
Email : [rohan.saraf@areessindia.net](mailto:rohan.saraf@areessindia.net)

Activity Date : 16/11/2017  
Invoice No : N-1757

#### ONLINE BOOKING INVOICE

To,  
Testing Aress

Name	HSN/SAC Code	GST %	Particular	NOS	Price	Total
Rohan test	999799	18	Bungy Jump	1	1.00	1.00
gb	999799	18	Giant Swing	1	3008.47	3008.47
Total				2	3009.47	3009.47
CGST						270.85
SGST						270.85
Total Payable						3551.00

#### TERMS AND CONDITIONS

- \*Jumpin Heights has international safety procedures; however (except the Bungy Jumping, Giant Swing and Flying Fox) contains the potential element of the personal risk.
- \*I will not jump only if I have any of the following medical conditions: Back or Neck Injuries or disorders, Pregnancy, High Blood Pressure, Heart Conditions, Neurological Disorders.
- \*I will inform the jump staff of any medical conditions such as: Epilepsy, Asthma, Recent Breaks/Strains Surgery previous dislocations or any other relevant conditions.
- \*I will understand that there is No Smoking on the bridge or the Fox Launch Platform at all times, And I will not be permitted to jump in the intoxicated State or after the consumption of the alcohol.
- \*I understand that the Jumpin heights has the No Refund Policy on all the activities and the activities are Non-Transferable.
- \*Videography and Photography is prohibited at the Bungy Bridge and Flying Fox Area.
- \*The Jump Master or the Fox Master has the ultimate authority regarding all the Jump/Flying Fox related Activities.
- \*I appreciate that I have to be present at the Jump Zone(Village Mohanchatti) before 11:30am to be able to jump on the same day and we follow the 'First Come First Serve' Policy at Site.
- \*I have read and understood the information above and promise to listen and follow all the staff instructions and accept the responsibility for all my own actions.
- \*I understand that the online booking does not include the entry Fee Charges and that I would need to purchase the Entry Ticket on site.


Note: You will need to purchase an Entry Ticket of Rs 100.00 on the site or Booking Office. You can avail Bungy Coach Service from Jumpin Heights booking office Laxman Jhoola-Tapovan, Rishikesh to Jump Zone on the Payment of Rs 30000 at Booking Office. For booking please coordinate with the above mentioned contact numbers.

For JUMPIN ADVENTURES P. LTD.  
Village Mohanchatti(Uttarakhand)

#### Online Booking Invoices







[Dev Guide](#)
[Setup](#)
[Help & Training](#)
[Jumpin' Heights](#)

[Home](#)
[Bookings](#)
[Activity Details](#)
[Invoices](#)
[Undertaking](#)
[Products](#)
[Agents](#)
[Activity Manager](#)
[Feedbacks](#)
[Reports](#)
[Dashboards](#)
[Cafeteria](#)
[G-STR Reconciliation](#)

### Booking B-1949

[Back to List: Bookings](#)
[Activity Details \(2\)](#)
[Invoices \(1\)](#)
[Activity History \(2\)](#)

[Edit](#)
[Delete](#)
[Create Invoice](#)

Create a new invoice everytime you change anything in this booking

Booking Id

Number

Jump Date

Source

OLB0001/17-18

B-1949

11/16/2017

Online

Record Type

Done by

Mode of payment

Transaction Type

Select Location

Activity Booking [Change]

Online User

Sell

Site Office

Guest Information

Guest Name/Company Name

Activity Count

Testing Area

2


Booking Details


Agent


Agent Category

Total Commission

Rs 0.00







## B-1935

[DETAILS](#)
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### DETAILS

Booking Id	Record Type
SG0002/17-18	Activity Booking
Number	Done by
B-1935	
Jump Date	Mode of payment
11/12/2017	
Source	Transaction Type
On-Site	Sell
	Select Location
	Site Office

### GUEST INFORMATION






Guest Name/Company Name	Activity Count
Rohan Test	1

### BOOKING DETAILS

Agent	Total Commission
	Rs.0.00
Agent Category	

### GST CALCULATIONS

Total Price	GST
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## Benefits:

Aress's helped company achieve following benefits:

- Simple interface made all the users using the system from browsers and tablets.
- Printing of booking tickets/invoices were done in uniform format along with facility to print from tablets.
- Booking team spending less time on bookings entries and printing of tickets and invoices.
- Clear visibility of booking count for all the jumps which helped in taking decision of blocking the bookings from Online booking (Force.com site).
- Improved efficiency and uniformity for all bookings and inventory.
- All the stake holders were on a single platform, i.e., Sales and Marketing team, Jump site, Management team.
- Enabling sales & marketing to engage in more business generating activities.
- Eliminated manual systems and paperwork.
- Seamless booking process with mobility flexibility.
- Reports and dashboards to analyze ROI.
- Management was getting auto SMS at the day end with summary of daily sales.

