

## SUCCESS STORY

# Voltas AMC Portal

Transforming Voltas' AMC Sales with a Comprehensive Digital Portal

Company Name

**Voltas**

Industry

**Consumer Durables**

Location

**India**

Impact

**Robust and User-Centric Extended Warranty Platform**

Application

**Annual Maintenance Contract**

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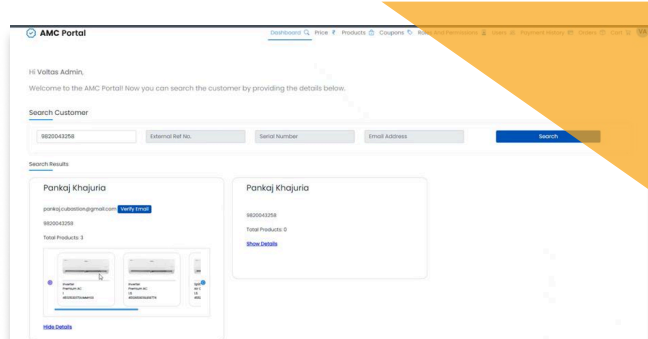
## Voltas AMC Portal

### A CASE STUDY

Transforming Voltas' AMC Sales with a Comprehensive Digital Portal

#### Background

Voltas Limited, a Tata enterprise and a leading provider of engineering solutions in air conditioning and cooling technology, faced significant challenges in selling extended warranties for their products. Despite attempts to market these packages through third-party vendors, these vendors often prioritized their own, lower-priced warranties. This necessitated a comprehensive solution to streamline Voltas' Annual Maintenance Contracts (AMCs) and improve sales.



### Our Approach

#### Unified AMC Sales Platform with Angular and Node.js

Cubastion developed a unified AMC sales platform using Angular for the frontend and Node.js for the backend. This standalone application, independent of Siebel CRM, integrated Keycloak for single sign-on across all applications. Master data was managed directly within the portal, facilitating seamless API integration for selling AMCs through other applications.

### Solutions

- **Single Sign-On:** The AMC portal uses Keycloak for single sign-on, allowing more secure authenticated login users by entering the credentials of the Voltas Service portal to access all applications. This also ensured seamless access to the portal without the need to remember multiple credentials.
- **Comprehensive Dashboard:** The dashboard provided a clear and organized interface for managing orders, payment history, and the cart. Dealers and technicians could search for assets using various parameters (phone number, external reference number, serial number, email address), making it easier to locate products eligible for AMCs.
- **PayU Payment Integration:** The portal integrated PayU for payment processing, ensuring that the payment process for purchased AMCs was robust, quick, and secure.
- **Role-Based Access:** Role-based access controls were implemented to manage portal control, products, and pricing effectively.

- **Pricing, Coupon and Package Master Management:** The portal allowed Voltas to enter and manage prices for various maintenance packages, enabling dynamic pricing adjustments. An admin section was designed to create discount coupons that dealers and technicians could use when making purchases on the website.

### Business Outcomes

#### User Adoption Rate

**50%** for AMC sales through the portal within the first six months post-launch, with a consistent increase in adoption.

#### Online Payment Option

**80%+** AMC transactions processed through PayU, reducing dependency on cash and cheque payments, thereby minimizing reconciliation challenges and cheque bounce issues.

#### Customer Satisfaction (CSAT) Score

**75%** Achieved due to seamless payment options, instant e-receipts, and improved customer trust via QR code integration.

#### Operational Efficiency in Data Flow

**70%** Reduced the time taken for data synchronization from AMC Portal to CRM and ERP, ensuring near real-time data availability for billing.

#### Increased AMC Sales Conversion via Technicians

**30%** AMC renewals were initiated through the Technician Field Service App, leveraging SMS links and QR code-based payments.

#### Mobile App Integration Success

**90%+** Technicians successfully used the Field Service App to suggest and initiate AMC sales, enhancing service efficiency.

#### Real-Time Payment Processing

**100%** Online payments processed instantly, enabling real-time e-receipt generation and eliminating manual tracking delays.

### Challenges Faced

#### ● Difficulty in Extended Warranty Sales

Voltas had limited control over the warranty sales process due to the lack of a dedicated portal, which made it difficult to manage and promote their extended warranty packages effectively. Third-party vendors often chose to sell their own warranties at lower prices, further undermining Voltas' efforts.

#### ● Complex Purchase Process

Lack of a streamlined customer facing platform, customers faced challenges in selecting and purchasing AMC's causing decline in sales.

#### ● Operational Inefficiencies Due to Manual Data Handling

Without a dedicated portal, much of the data handling and process management was manual. This approach resulted in operational inefficiencies and potential errors, making the process burdensome for both the company and its customers.

### Key Areas of Expertise Demonstrated

#### ● Integration and Interoperability

The implementation of Single Sign-On with Keycloak and the enabling of other applications to sell AMCs through the portal facilitated interoperability and expansion.

#### ● Continuous Integration and Deployment (CI/CD)

We used Jenkins to automatically build and test the application, making sure everything worked correctly before deployment. Argo CD was then employed to continuously deploy updates, ensuring the application on Azure Kubernetes Service (AKS) remained consistent with the intended setup.

#### ● Business Process Automation

Automating user import management and data capture and processing enhanced operational efficiency and reduced the potential for errors, streamlining business processes significantly.

#### System Uptime & Reliability

**99.9%** system uptime, ensuring uninterrupted access for customers and technicians via Kubernetes Cluster.

#### Reduction in Manual Reconciliation Efforts

**90%** reduction in manual payment reconciliation efforts by transitioning to an automated payment tracking system.

#### ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 18 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. Learn more about Cubastion at [www.cubastion.com](http://www.cubastion.com)

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