

## CASE STUDY – FAME (E-Commerce Solution)

**Company :** Fame Cinemas (part of Shringar Cinemas)

**Website :** [www.fameicnemas.com](http://www.fameicnemas.com)

### **Profile :**

Shringar Cinemas opened Fame Adlabs, a 5 screen multiplex in Mumbai, with a total seating capacity of 1,430 in April 2002. Its goal was to achieve a sustained growth in occupancy rates at its 5 cinema halls, and establish a loyal customer base. It has now opened two more multiplexes in Mumbai viz. Fame Malad and Fame Kandivli.

### **Solution Overview :**

The e-Commerce solution [www.famecinemas.com](http://www.famecinemas.com) has been developed on Microsoft .NET technology. It provides customers real time booking of seats through an interactive seating plan and addresses a fundamental problem that customers have – uncertainty about availability of seats. The online initiative contributes to approximately 20% of its total ticket sales and has helped Shringar Cinemas build a loyal customer base.

The solution involved integration of the Ticket Booking engine on [www.famecinemas.com](http://www.famecinemas.com) with various core backend systems including the industry standard booking system – VISTA, an electronic payment gateway and a ticket delivery system.

The main features of the solution are –

- **Online ticket booking :** The key elements of the online booking process are an interactive seating layout, a 24/7 count down ticker, and a secure online credit card payment system. The interactive seating layout displays all the seats reserved for online booking, from which the user can select seats. The ticker displays real time status of ticket availability live, for each of the films running at the various locations of Fame Cinemas.
- **Site administration :** This is used to update cinema schedules for a particular week, and initiate and close online ticket booking for a particular movie. Also, the information layout of the web site can be altered dynamically, according to priority.
- **Movie schedule :** Users can view a movie schedule for an entire week, and also the 'next change' films of Fame Cinemas, for which online ticket booking is available. Weekly schedules of films are delivered to registered users via e-mail.
- **Customer profiles :** The web site has a facility to capture data on users' personal preferences related to films. Based on this information, selective information on films can be sent to users, who have registered at the web site via e-mail.

### **Technology used :**

- Microsoft Windows 2000 Server
- Microsoft .NET Framework C# (ASP.NET)
- Microsoft SQL Server™ 2000