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A Marketing Company Creating a Custom Kiosk Application

Business Situation:

The client was in need of a kiosk application that allows consumers to validate potential winning tickets/mailings. This was part of a marketing effort to attract potential customers into vehicle dealerships and to expand and clean up the company's current marketing mailing lists. The application needed to provide a means for the customers to correct name and address information which would be recorded. The application also needed to be customizable for different dealers so that they were able to brand it appropriately.

Solution Description:

The Ambassador team created a windows form application that interfaced with specialized hardware (touch screen, POS printer, barcode scanner). Using custom graphics, the team created a rich interface for customers to scan and validate potential winning tickets/mailers. The application interfaced with a POS printer to print out prize verification information for customers to present to the dealerships.

The Ambassador team created an automated process that allows the company to import and export customer and prize information utilizing preformatted Excel templates to minimize the technological knowledge required to load and export data from SQL Server.

Technologies Used:

C# .NET
Microsoft SQL Server

Benefits/Results

Ambassador Solutions provided the client with a low maintenance & customizable marketing tool. With this tool, the client was provided with an easy method of exporting and importing marketing data into the support SQL Server database tables without knowledge of SQL Server technologies.