

New Santro Driving School

About the New Santro Driving School

The New Santro Driving School offers comprehensive driving classes for students seeking to become a perfect driver behind the wheel. One of the best driving schools in Bangalore, New Santro Driving School is passionate about giving thorough training to the learners.

Problem

In order to become more effective at meeting their customers' needs, and to retain their reputation as a top-quality driving school, New Santro decided to focus on the following topics:

- Give their clients a way to enroll in and learn about what courses were offered, and when, without having to travel to the office.
- Simplify appointment booking- their existing phone-based method was chaotic.
- Streamline their existing training and feedback procedures.
- Address parent concerns about the safety of their children during training (For example, questions of where their children were at any given time).

Solution

The school turned to Appery.io partner, Idea Labz, a mobile development company that serves customers in EMEA and APAC.

By taking full advantage of the Appery.io builder, database services, server code, and push notifications, Idea Labz created a mobile app for iOS and Android, enabling students to access the company's training system.

Students / customers are now able to view various courses offered by the school and register on the app for the preferred course, and can schedule when the appointment will take place, making the process infinitely less chaotic than their old system. The app also has a form for customer feedback.

Through the app, using GPS, parents can also keep track of the vehicle their kids are in during their appointments.

Results

The school launched the app to all its customers / students. The app proved extremely successful, both in terms of utility and customer feedback. It simplifies the process of making appointments and registering for classes easier for student, parent, and driving instructor.

"It's so much easier to coordinate and communicate to our customers. We have received a lot of positive feedback from our customers and students as well. This app has definitely served our purpose, it's a total time saver."

- Senior Sales Director with the company

