

Duriyam - Integrated Sales & Service Management Platform

Brand Philosophy

Duriyam draws its name from the crown chakra (Sahasrara) at the top of the head, symbolizing the continuous flow of energy, consciousness, and vitality. Just as the crown chakra represents the connection to higher awareness and infinite energy, Duriyam brings **continuous energy to customers** through seamless service delivery, transparency, and excellence in every interaction.

Brand Identity & Visual Language

Logo & Brand Elements

The Duriyam brand identity consists of:

Visual Symbol:

- **Green (#00A651)**: Represents growth, vitality, renewal, and positive energy flow
- **Blue (#0071BC)**: Symbolizes trust, professionalism, reliability, and depth
- **Lightning/Energy Bolt Design**: Visual metaphor for continuous energy transfer and powerful service delivery
- **Circular Flow Pattern**: Reflects the crown chakra's infinite energy circulation

Typography & Messaging:

- **Brand Name**: DURIYAM (bold, modern sans-serif in dark gray/charcoal)
- **Tagline**: "Energize Your Life" (elegant italic font)
- The tagline captures the essence of bringing continuous vitality and positive energy to customers' daily lives through exceptional automotive service

Brand Promise

"Energize Your Life" represents Duriyam's commitment to:

- Removing stress and friction from vehicle ownership
- Delivering service that energizes rather than drains customers
- Creating positive, uplifting experiences at every touchpoint
- Being a reliable source of vitality and peace of mind
- Transforming automotive service from a chore into an energizing experience

Brand Strategy & Positioning

The Duriyam brand will be developed and refined through consultation with **top-tier marketing experts** including:

- **Purple Cow** methodology for remarkable, standout positioning
- Leading brand consultants and marketing icons
- Customer-centric design thinking approach

Brand Objectives:

- Create deep emotional resonance with customers through the energy/vitality concept
- Establish Duriyam as synonymous with continuous, reliable service excellence
- Build trust through transparency and consistent quality
- Position as an innovative, technology-forward service provider
- Make the brand immediately relevant and meaningful to target customers

Brand Experience Touchpoints:

- All customer communications maintain the energy theme
- Visual identity consistently applied across digital and physical spaces
- Service experience designed to "energize" customers at every interaction
- Marketing messaging emphasizes continuous care and vitality

Project Overview

Duriyam is an intelligent, end-to-end application designed to connect and streamline the entire sales and service ecosystem for automotive service franchises. The platform enables **transparent, efficient, and data-driven operations** while ensuring customers remain energized and informed throughout their service journey.

Business Verticals

Under the Duriyam Brand:

1. **Automotive Service & Repair** - Complete vehicle maintenance and repair services
2. **Battery Service** - Battery testing, maintenance, repair, and replacement
3. **Electronics Repair & Service:**
 - Motor repair and servicing

- Controller diagnostics and repair
- Charger service and maintenance
- Electronic component troubleshooting

4. Field Service Operations - On-spot repairs at customer locations

Sub-Brand:

- **Bheeshma** - Premium battery manufacturing division
 - Custom battery solutions
 - Quality-assured manufacturing processes
 - Battery innovation and R&D
 - Integration with Duriyam service network for seamless battery lifecycle management
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Bheeshma Battery Brand Identity

Brand Overview

Bheeshma is Duriyam's specialized battery manufacturing sub-brand, representing power, reliability, and technological excellence in energy storage solutions.

Visual Identity

Logo Elements:

- **Brand Name:** BHEESHMA® (bold, italic blue typography with integrated lightning bolt)
- **Tagline:** "The power that keeps its promise"
- **Primary Color:** Vibrant lime/neon green ( #BFFF00) - electric energy green)
- **Secondary Color:** Deep blue (matching Duriyam's blue  #0071BC)
- **Background Pattern:** Circuit board design symbolizing technological sophistication
- **Lightning Symbol:** Integrated electric bolt representing power and energy transfer
- **Website:** www.bheeshmabattery.com

Brand Values & Positioning

Core Promise: "The power that keeps its promise" - Emphasizing reliability, consistency, and trustworthiness in battery performance.

Brand Attributes:

- **Technological Innovation:** Advanced battery technology and manufacturing
- **Reliability:** Unwavering performance and longevity
- **Energy Excellence:** Superior power delivery and efficiency
- **Promise Keeper:** Commitment to performance guarantees and warranties
- **Electronic Sophistication:** Cutting-edge BMS and cell technology

Target Market:

- Electric vehicle manufacturers and users
- Automotive service centers (Duriyam network)
- Commercial fleet operators
- Technology-conscious consumers seeking premium battery solutions

Brand Differentiation:

- In-house manufacturing with quality control
- Integration with Duriyam's service ecosystem for complete lifecycle support
- Technology-first approach with circuit-level precision
- Data-driven battery performance optimization
- Comprehensive warranty backed by service network

Product Integration with Duriyam Platform

Manufacturing & Service Synergy:

- Real-time production data feeding into Duriyam inventory system
- Field performance data from service centers informing R&D
- Warranty management across both brands
- Customer service unified under "Energize Your Life" philosophy
- Battery health monitoring through Duriyam service touchpoints
- Seamless replacement and upgrade pathways

Quality Assurance:

- Batch tracking from manufacturing to deployment
 - Performance benchmarking in real-world conditions
 - Continuous improvement based on service center feedback
 - Proactive recall management if quality issues identified
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Core Objectives

1. Behavioral Intelligence & Habit Analytics

Primary Focus: The platform's core strength lies in tracking, analyzing, and leveraging behavioral patterns and habits of both employees and customers to drive intelligent decision-making.

- **Customer Behavior Tracking:**

- Service visit frequency and patterns
- Preferred communication channels and response times
- Seasonal service trends and vehicle usage patterns
- Payment preferences and credit behavior
- Product/service preferences and upgrade tendencies
- Complaint patterns and resolution satisfaction
- Appointment booking habits (time, day, advance notice)
- Response to promotional offers and campaigns
- Referral behavior and loyalty indicators
- Channel preferences (phone, app, walk-in, field service)

- **Employee Habit Analytics:**

- Work patterns and productivity cycles
- Communication effectiveness and response times
- Service quality consistency over time
- Learning and skill adoption rates
- Problem-solving approaches and efficiency
- Customer interaction styles and success rates
- Time management and task completion patterns

- Collaboration and teamwork behaviors
 - Adherence to SOPs and process compliance
 - Innovation and improvement suggestions
- **Predictive Decision Engine:**
 - Personalized customer engagement strategies based on behavior profiles
 - Optimal timing for service reminders and offers
 - Employee performance improvement recommendations
 - Resource allocation based on predicted demand patterns
 - Risk identification (customer churn, employee turnover)
 - Customized training needs based on behavioral gaps
 - Dynamic pricing and offer optimization
 - Preventive intervention triggers

2. Workflow Orchestration & Stage Management

- Complete workflow automation from initial customer contact through service completion
- Stage-based progression with role-specific Standard Operating Procedures (SOPs)
- Multi-department connectivity ensuring seamless handoffs
- Activity tracking and audit trails at every stage

3. Role-Based Access Control

- Granular permissions aligned with organizational roles
- Department-specific access to relevant workflows and data
- Secure authentication and authorization mechanisms
- Activity logging for compliance and accountability

4. Lead Management & Sales Pipeline

- **Intelligent Lead Capture:** Multi-channel lead acquisition and tracking
- **Lead Scoring & Prioritization:** AI-driven qualification and ranking
- **Sales Stage Management:** Structured pipeline with defined progression criteria
- **Customer Segmentation:** Dynamic grouping based on demographics, behavior, and value

- **SOP Scripts by Segment:**
 - Stage-specific communication scripts
 - Customer segment-tailored messaging
 - Objection handling frameworks
 - Upsell and cross-sell guidance
- **Sales Activity Tracking:** Complete audit trail of all customer interactions
- **Salesperson Behavior Analytics:**
 - Activity patterns and habits tracking
 - Call frequency and timing analysis
 - Conversion rate by approach
 - Follow-up discipline metrics
 - Performance benchmarking
- **Predictive Revenue Forecasting:**
 - Pipeline value calculations
 - Conversion probability modeling
 - Revenue projections based on historical patterns
 - Sales velocity tracking
 - Win/loss analysis and insights
- **Lead Nurturing Automation:** Drip campaigns and automated follow-ups
- **Sales Team Performance Dashboard:** Individual and team metrics

5. Customer Transparency & Communication

- Real-time updates via SMS and WhatsApp integration
- Automated notifications at each workflow stage
- Service status visibility for enhanced customer experience
- Proactive communication keeping customers "energized" and informed

6. Intelligent Service Management

- **Predictive Maintenance:** AI-driven analysis of service history to recommend preventive actions

- **Smart Job Card Creation:** Historical data integration for accurate service recommendations
- **Vehicle-Specific Tracking:** Complete service history mapped to individual vehicles
- **Spare Parts Verification:** Quality assurance and authenticity checks for all components

Job Card Workflow & Process:

1. Customer Arrival & Job Card Creation

- Automatic job card generation upon customer check-in
- Vehicle registration and customer details capture
- Initial complaint/service request logging

2. General Checklist & Diagnosis

- Comprehensive multi-point inspection checklist
- Standardized diagnostic procedures
- Problem identification and documentation
- Digital checklist completion with photos/videos

3. Spare Parts Identification & Availability

- Automatic spare parts list generation based on identified issues
- **Real-time Spare Parts Availability Flagging:**
 - Green flag: In-stock and ready
 - Yellow flag: Low stock, alternate available
 - Red flag: Out of stock, procurement needed with ETA
- Alternative parts suggestions when primary parts unavailable
- Vendor/supplier notification for urgent requirements

4. Estimation Creation

- Automated cost calculation based on:
 - Spare parts required (with current pricing)
 - Labor charges per problem/service type
 - Standard time allocation for each repair
 - Tax calculations (GST-compliant)
- Multiple estimate versions (basic/recommended/premium service levels)

- Transparent breakdown shown to customers
- Digital approval workflow

5. Standard Time Mapping

- **Predefined Standard Time for Each Problem/Service:**

- Time benchmarks for every type of repair/service
- Complexity-based time allocation
- Model-specific time variations
- Technician skill level considerations
- Real-time tracking against standard time
- Efficiency metrics and variance analysis

6. Rework Management & Process Improvement

- **Rework Tracking System:**

- Automatic flagging when vehicle returns within defined period
- Root cause analysis for each rework case
- Pattern identification across rework incidents
- Cost impact assessment of reworks

- **Continuous Improvement Loop:**

- Rework data analyzed to identify process gaps
- **Automatic SOP Updates:** When rework patterns emerge, SOPs are reviewed and updated
 - Training modules created for recurring issues
 - Quality checkpoints enhanced based on rework analysis
 - Technician-specific training recommendations
 - Parts quality issues flagged to procurement

- **Service Process Refinement:**

- Separate dedicated process for handling service improvements
- Regular review cycles for SOP effectiveness
- Best practices documentation and sharing
- Version control for all SOPs with change history

- Impact measurement of process changes

7. Quality Assurance Checkpoints

- Pre-delivery inspection against original job card
- Verification of parts installed vs. estimated
- Test drive/functionality verification
- **Electronics Testing Protocol:**
 - Motor performance testing (RPM, torque, efficiency)
 - Controller diagnostics and calibration
 - Charger output verification
 - Battery health and performance testing
- Customer walkthrough before delivery

Specialized Service Workflows:

Battery Service Process:

- Battery health assessment and diagnostics
- Capacity testing and performance analysis
- Battery Management System (BMS) diagnostics
- Cell balancing and maintenance
- Battery replacement with Bheeshma or third-party batteries
- Warranty tracking and claims management
- Battery lifecycle monitoring
- Disposal and recycling management

Electronics Repair Process:

- **Motor Service:**
 - Winding inspection and testing
 - Bearing replacement and lubrication
 - Performance benchmarking
 - Efficiency optimization

- **Controller Service:**

- Firmware diagnostics and updates
- Circuit board repair
- Programming and calibration
- Compatibility verification

- **Charger Service:**

- Output voltage/current testing
- Safety circuit verification
- Connector and cable inspection
- Charging profile optimization

Bheeshma Battery Manufacturing Integration:

- Production order management linked to service demand
- Quality control checkpoints in manufacturing
- Batch tracking and traceability
- Manufacturing SOP management
- Raw material inventory for production
- Finished goods integration with service inventory
- Warranty registration for manufactured batteries
- Performance data collection from deployed batteries for R&D

7. Inventory Optimization

- Demand forecasting based on historical consumption patterns

- **Multi-Product Inventory Management:**

- Automotive spare parts
- Battery inventory (service replacements)
- **Bheeshma manufactured batteries** - integrated stock management
- Electronic components (motors, controllers, chargers)
- Repair parts and consumables

- Model-specific spare parts mapping ensuring compatibility

- **Electronics Components Tracking:**

- Motor specifications and compatibility database
- Controller types and vehicle mapping
- Charger models and power specifications
- Optimum inventory levels to meet customer demand without overstocking
- High-availability strategy for critical components
- Automated reorder points and supplier integration
- **Manufacturing Integration:** Direct linkage with Bheeshma battery production for inventory planning
- Separate inventory workflows for:
 - Service replacement parts
 - Manufacturing raw materials (Bheeshma)
 - Finished goods (Bheeshma batteries)
 - Electronics repair components

8. Performance Analytics

- Technician efficiency tracking with historical benchmarks

- Service quality metrics and performance KPIs

- Vehicle-specific service patterns and insights

- Spare parts usage analysis per vehicle model

- **Service Vertical Performance:**

- Battery service metrics (capacity recovery, replacement rates)
- Electronics repair success rates and turnaround time
- Motor/controller/charger failure pattern analysis

- **Bheeshma Manufacturing Metrics:**

- Production efficiency and quality rates
- Battery performance in field deployment
- Warranty claim analysis
- Customer satisfaction by product batch

9. Financial Management & Accounting

- Integrated accounting system with real-time financial tracking
- **Profit & Loss (P&L) Statements** - automated generation
- **Balance Sheet** management with up-to-date financial position
- **Gross Profit Calculation** per service, vehicle, or time period
- **Trade Analysis** for vendor and supplier performance
- **Cash Flow Analysis** with predictive modeling
- **Fund Flow Projections** for strategic planning
- GST-compliant invoicing and tax management

10. Multi-Location Franchise Management

- Location-specific configuration for different GST jurisdictions
- Standardized processes ensuring consistency across branches
- Centralized oversight with localized operations
- Franchise-specific reporting and performance metrics

11. Employee Management & Benefits

- Comprehensive employee database with role and skill mapping
- **Specialized Skills Tracking:**
 - Automotive technician certifications
 - Battery technology expertise
 - Electronics repair qualifications (motor, controller, charger)
 - Manufacturing process certifications (Bheeshma)
- Benefits administration and tracking system
- Performance-based incentive calculations
- Leave management and attendance tracking
- Payroll integration with service performance metrics
- **Integrated Training Platform:**
 - Role-specific training modules and curriculum

- **Battery Technology Training:** BMS, cell chemistry, safety protocols
- **Electronics Repair Training:** Motor winding, controller programming, charger diagnostics
- **Manufacturing Process Training:** Bheeshma production SOPs and quality standards
- Interactive learning management system (LMS)
- Video tutorials and documentation library
- Skills assessment and certification tracking
- Onboarding programs for new hires
- Continuous learning paths for career development
- SOP training with scenario-based simulations
- Knowledge base and best practices repository
- Progress tracking and completion certificates
- Performance improvement programs

12. Field Service & On-Spot Repairs

- **GPS-Enabled Tracking:** Real-time location monitoring of field service technicians
- **Mobile Service Units:** On-spot repair capabilities at customer location
- **Service Triage System:** Intelligent assessment to determine:
 - Repairs possible at customer location
 - Cases requiring vehicle transfer to service center
- **Route Optimization:** Efficient scheduling and navigation for field teams
- **Mobile App for Technicians:**
 - Job card access and updates
 - Spare parts inventory check
 - Customer communication tools
 - Real-time status updates
- **Transfer Management:** Seamless workflow when vehicles need facility-based repairs
- **Critical Repair Identification:** AI-assisted diagnosis flagging issues requiring advanced equipment

13. Unified Management Dashboard

- Comprehensive executive dashboard integrating:
 - **Behavioral Analytics Hub** - customer and employee habit insights with predictive recommendations
 - **Operations** - real-time workflow status across all service verticals
 - **Sales** - pipeline and conversion metrics with predictive revenue
 - **Marketing** - campaign performance and customer acquisition
 - **Accounts** - financial health and key indicators
 - **Lead Management** - conversion funnels and salesperson performance
 - **Training** - employee development progress and certification status
 - **Service Verticals Performance:**
 - Automotive service metrics
 - Battery service and Bheeshma sales performance
 - Electronics repair turnaround and quality
 - **Manufacturing Dashboard (Bheeshma):**
 - Production volumes and efficiency
 - Quality metrics and defect rates
 - Inventory levels (raw materials and finished goods)
 - Order fulfillment status
- Role-specific views for different management levels
- Clear, precise visualizations for quick decision-making
- Drill-down capabilities for detailed analysis
- AI-powered insights and recommendations based on behavioral patterns

Technology Approach

The solution leverages **latest technologies** with a **future-ready architecture** including:

- Cloud-based architecture for scalability and accessibility
- **Advanced AI/ML for behavioral analytics** and pattern recognition
- Predictive analytics for maintenance forecasting and habit prediction

- **Agent-Ready Platform:** Database structure and API design prepared for AI agents and autonomous systems
- **Scalable Database Architecture:** Future-proof design supporting advanced integrations and technology upgrades
 - Real-time communication APIs (SMS/WhatsApp integration)
 - Mobile-responsive design for on-the-go access
- **Big Data Processing:** Handling large-scale behavioral data for deep insights
 - Data security and encryption standards
 - Business intelligence and advanced reporting tools
 - Microservices architecture enabling modular upgrades
- **Machine Learning Models:** Continuously learning from customer and employee behaviors

Expected Outcomes

1. **Behavioral Intelligence:** Deep understanding of customer and employee habits enabling proactive, personalized strategies
2. **Data-Driven Decision Making:** Every business decision backed by behavioral analytics and predictive insights
3. **Enhanced Customer Experience:** Transparent communication, personalized engagement, and convenient on-spot service options
4. **Sales Excellence:** Efficient lead management with predictive revenue forecasting and habit-based engagement
5. **Operational Excellence:** Streamlined workflows with field service capabilities reducing turnaround time
6. **Financial Clarity:** Real-time insights for informed business decisions
7. **Inventory Efficiency:** Optimized stock levels based on behavioral consumption patterns
8. **Quality Assurance:** Verified parts and tracked technician performance across locations
9. **Employee Development:** Comprehensive training platform with habit-based skill development
10. **Employee Satisfaction:** Benefits management, fair performance tracking, and career growth opportunities
11. **Revenue Predictability:** Forecasting based on customer behavior and sales activity patterns
12. **Customer Retention:** Proactive interventions based on churn prediction and loyalty indicators

13. Scalability: Franchise-ready architecture supporting multi-location growth with future technology integration

14. Field Service Innovation: GPS-enabled mobile teams bringing service to customer doorsteps

15. Future-Ready Platform: Agent-compatible architecture ready for next-generation AI integrations

16. Competitive Advantage: Habit-driven insights creating unique market positioning

Duriyam - *Energizing your customers through seamless service excellence*