



AARP

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Abstract:

AARP is the leading company in providing the business solution and is non-profit organization in the USA. The services provided by AARP are beneficiary to the elderly people, veterans, govt. service holders and retirement plans for people who near to their retirement age. The Services provided are completely using both classical and modern mechanisms, including both techniques, marketing strategies, internet, and all other needful stuff like making deals with all other product based companies in providing all kind of benefits to its membership holders.

Project Description:

The AARP is planning to start its new service using Website and standalone product that could help its customers to gain the membership based on the needs. This reward based system will provide all sorts of discounts, shopping capability with its trusted vendors, getting rewards from gas, cash-back percentage on every purchase made from its vendor/contractors, and other added benefits. This also provides the flexibility in

giving the people lesser interest percentage compared to the market prices, gives flexibility payment plans and other stuff. We also are planning to educate our members by either online, sharing the screen or in person to reduce the calls, leak of information, build customer loyalty

This reward based systems can be divided into 4 categories Silver, Gold, Platinum and Diamond memberships. Each membership has its own benefits, leaving every membership holder to get to avail the chance of utilizing the benefits of our contractors and services providers. The basic plan is to provide the needful resources such as food, shelter, clothing and health benefits. The advanced membership or the high-end membership provides the benefits of the basic, and lets you do shopping in your favorite brands, gives added benefits on loan interests after gaining a particular age, and travel benefits, financial benefits, and lets you plan your romantic stays in your favorite destined locations or world tours.

The Information stored in this service based systems will be considered very seriously, describing all the personal information as the highest priority for saving address, SSN, age, DOB, and First Name/Last Name, Passport details/ID



details. The key stake-holders involved in this project are Gautam (CIO), FNU, Mustafa Shuaieb Sabri(CMO), Sonakshi (Customer Service) and Aditya Raju (PMO). The key stake holders are amazed in proving a one giant service system that helps in detailing all the services, transactional based system, and shopping services, taxi services and etc.

The new service based system will be using all the latest technologies such as Java, Cloud, AWS, Cloud-databases interlinked with all platform-based Databases, Firewalls, Improved gateway systems, and highly qualified security team to figure out all the hacker techniques and make sure system is secured from all kind of Internet attacks. The Service is also monitored to visualize the number of hits, Google analytics, call volumes, customer feedback center, and also help in mitigating the increase in sales.

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