

INOX Group: Optimizing Speed, Reliability and Cost of Transaction Processing with uniPAY NEXT #LookAhead Technology

Background

- One of the India's largest Cinema Exhibitors with 120 multiplexes across 58 cities.
- Average card transaction volume of 15k transactions/day, value of Rs.62 lac/day.

Key Objectives

- Drive customer experience by improving speed and reliability of payment experience at F&B counters and Ticket Offices.
- Optimize MDR cost outflows without compromising on high levels of payment reliability.

Action

- Deployed uniPAY NEXT – Performance Optimization Module with #LookAhead Technology.
- Configured Rules-based routing of transaction processing – based on relative MDR costs and network responsiveness of multiple Acquiring Bank Networks.

Results

#1 | Overall Transaction Success Rate with #LookAhead climbed to 99.3% (up +10.6%)

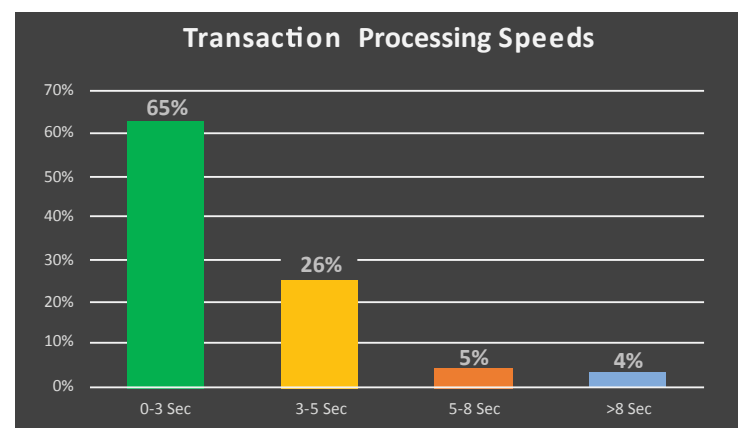
Period: May 1st to May 31st 2018, across 120 Cinemas nationwide

Date Range	Duration	Txn Count	Txn Saved via Secondary Acquirers	Txn Saved via Secondary Connectivity	Success % with #LookAhead	Success % without #LookAhead	Reliability Improvement
01 May - 31 May	31 Days	4,80,755	48,830	2,332	99.30%	88.70%	10.60%
3 May - 17 May	15 Days	2,29,712	19,830	1,118	99.40%	90.30%	9.10%
11 May - 17 May	7 Days	1,15,359	9,776	558	99.40%	90.50%	9.00%
13 May	1 Day	24,996	2,206	91	99.40%	90.20%	9.20%

Total **51,162 transactions** (10.6% of total) saved from network unavailability via automatic fall-back to Secondary Acquirer Networks/ GPRS Connectivity

#2 | Average Transaction Speed of 3.39 seconds (vs. Industry Average of 7-8 seconds)

Period: May 1st to May 31st 2018, across 120 Cinemas nationwide



Date Range	Duration	Min. Speed (in sec)	Avg. Speed (in sec)
01 May - 31 May	31 Days	0.50	3.39
3 May - 17 May	15 Days	0.51	3.30
11 May - 17 May	7 Days	0.51	3.28
13 May	1 Day	0.80	3.18

65% of all transaction processed under 3 seconds