



Bustrails Case Study



PROJECT NAME

Bustrails

CUSTOMER

One of the largest tour operator providing services for hotel booking, air booking, local tours, travel insurance etc. was looking for a one stop solution for its users to avail all services from one place.

BUSINESS CHALLENGES

- Customer was having different websites for each service type and customers interested in availing multiple services had a torrid time visiting multiple websites and repeating information every time they make a booking/inquiry.
- As different websites were developed at different times and by different developers, the customer branding and user experience were not maintained across the sites
- More time was required to manage multiple sites
- Consolidating information was getting difficult
- It was near impossible to replicate multiple websites into different languages due to large content and various services
- Same customer information got duplicated multiple times

CUSTOMER BENEFITS

- Complete information at the click of a mouse
- One Website, Multiple Services, Multi Lingual
- Only one account creation for end user to avail more than 10 types of different services
- Consolidated Summary Of All Business From One Portal
- Benefit Of Upselling & Cross Selling (Higher Revenue From Same Customer)

OUR APPROACH

- Detailed study of each of the services they were providing
- One to one discussion with department heads of each service on the difficulties faced
- Identifying grey areas and loop holes in the process
- Detailed understanding of the expected output
- Analysing future scalability of such a large group diversified into travel and hospitality industry

THE SOLUTION

Developed an easy to use but scalable customized application bringing all services under one umbrella that included:

- Scalable Multi Lingual Site
- Local Tour Operations
- Hotel Booking
- Air Ticketing
- Event Ticket Booking
- Travel Insurance
- Chartered Taxi / Bus Booking
- Gift Certificates For Better User Experience
- Travel Blog