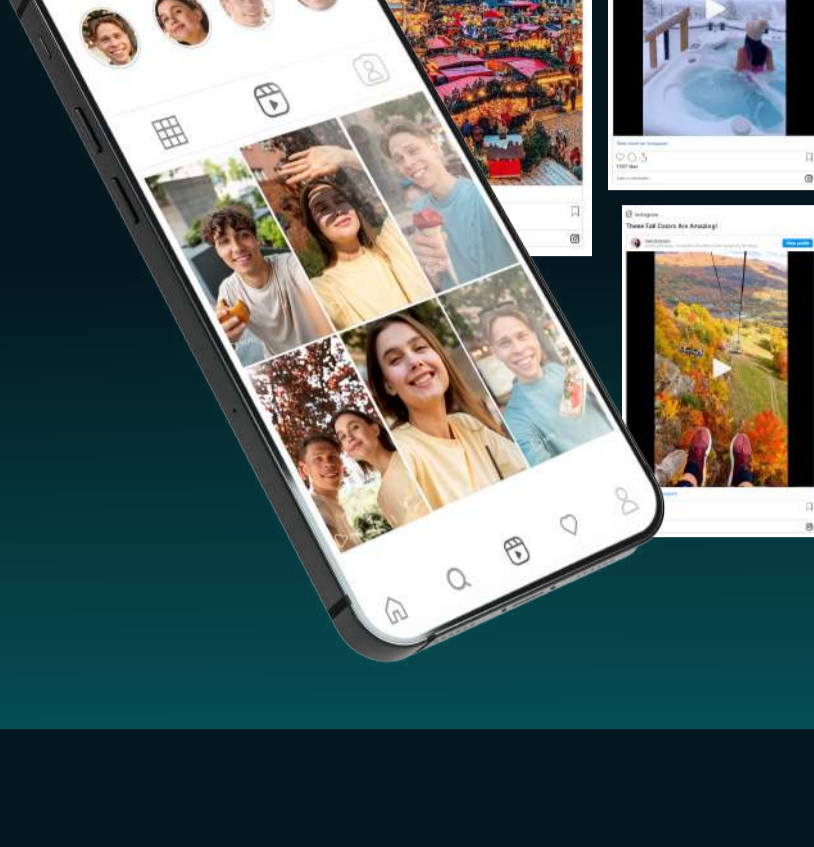
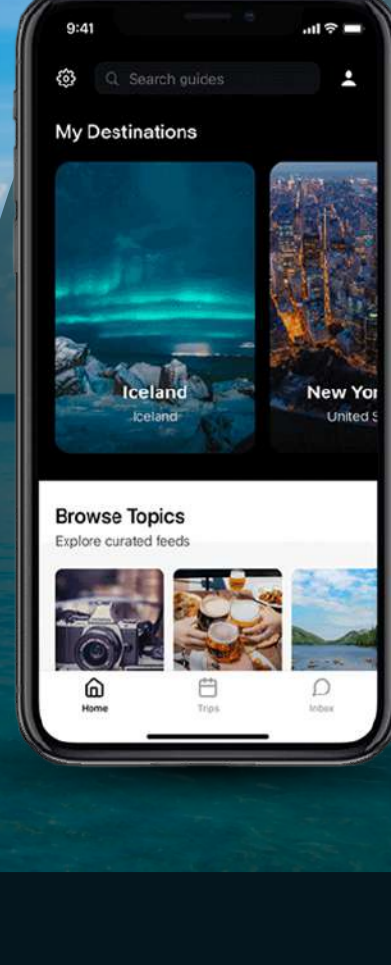
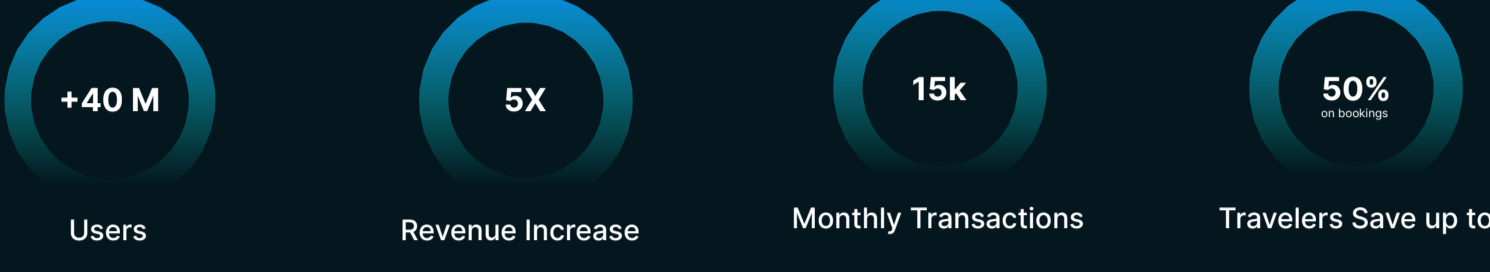


Travelers save up to 50% on each booking with the first ever social media driven hotel booking platform



First ever hotel booking platform for



Key Successes

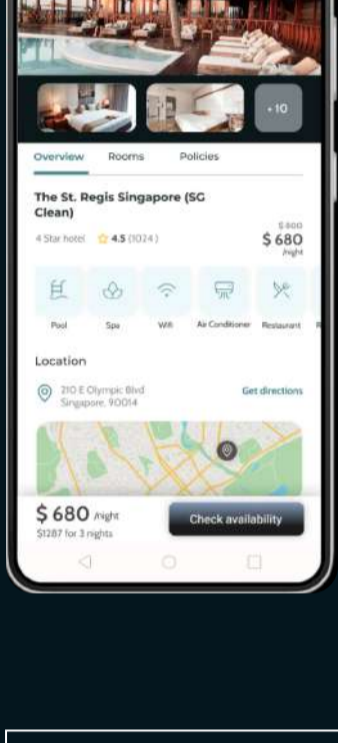
- Improved Customer experience for 40M+ users
- Recommendation engine with 70% efficiency

Project Overview

Client runs a leading travel booking platform with 40M+ active users & 150+ social accounts. Spanning over 7 countries & 8 time zones. The goal of the project was to create a platform that would allow the client to manage the entire customer journey from start to finish, including research, IT consulting, and implementation. The project deliverables include a visually appealing platform that would showcase the best content from top influencers for each destination, and allow users to easily book the travel destinations they are interested in.



Challenge



The client was looking for a customized experience in leisure & curated travel space and aspired to acquaint their business & revenue more effectively by improving their customer service & experience in the Inspiration Travel forte. Additionally, the platform should negotiate favorable rates with suppliers and intermediaries, or to offer alternative options that are less expensive but still provide a high level of quality and convenience for customers. All-in-all a system that can handle various aspects of booking and reservation management, including cancellations and refunds, and that can also provide personalized recommendations to customers on Instagram.

Technologies Used

Analytics & Tracking

PayPal, rudderstack, GrowthBook, SendGrid

Payment Integration

Braintree, stripe

Content Delivery Network

Cloudinary, Google AdSense, CLOUDFLARE, WOO COMMERCE

Frontend Stack

ANGULAR, jQuery, React, Redux, jQuery, Bootstrap, node

Backend Stack

php, NET, core-js, Moment.js, RAILS

Database

redis, <EROSPIKE, DynamoDB

Cloud

AWS Cloud, kubernetes, docker

Solution



Our team designed a platform to be mobile and web friendly, ensuring that users can access and use it from any device with an internet connection. The platform offer support for multiple languages, allowing users from different regions and linguistic backgrounds to use it easily. Additionally, it supports multiple currencies, allowing users to make transactions and payments in their preferred currency. Our mapping solutions helped client to partner with hotels, airlines, and other travel providers.

By offering loyalty rewards to frequent travelers, the platform can encourage customers to book more frequently. Alongside, the customers can get discounts for booking in advance, discounts for last-minute bookings and occasional discounts as lucrative as 75%.

- **Implemented payment integration services with lesser Merchant Discount Rate (MDR) gateways**
 - Stripe:** Stripe offers a merchant discount rate of 1.9% + \$0.30 per successful transaction.
 - Braintree:** Braintree offers a merchant discount rate of 2.9% + \$0.30 per successful transaction for most countries.
- **Implemented Revenue Generation & Spend Tracking Analytics**

By tracking the following metrics, client can get a better understanding of how platform is performing and identify opportunities for growth and improvement.

 - Bookings:** The number of bookings made through the platform can be a good indicator of revenue generation.
 - Average booking value:** It gives an idea of how much revenue is generated per booking.
 - Revenue:** Tracking total revenue helps understand the overall health of the business. Client can track revenue by different time periods (e.g., daily, weekly, monthly, annually) to see how it is changing over time.
 - Cost of goods sold (COGS):** This is the cost of the goods or services that client sells. This may include the cost of hotel rooms, flights, or other travel-related expenses.
 - Gross margin:** This is the difference between revenue and COGS. A high gross margin can indicate that you are generating a lot of revenue relative to your costs.
 - Marketing spends:** Track marketing and advertising expenditure to drive bookings and understand the return on investment (ROI).
- **Recommendation Engine**

Our team built the recommendation engine that remains efficient and effective over time by using real-time data, machine learning and data-driven algorithms. The platform can analyze data about a customer's past travel experiences and preferences, such as preferred destinations, types of accommodations, and activities, and use this information to make recommendations that are tailored specifically to the customer.

Results

The platform has become a key part of their business. The client was extremely satisfied with Platform Engineering & Booking Portal Development efforts.

Here are some key results:

- Currently Ranked #1 Travel App across the US
- Improved Customer experience for 40M+ users
- Handle more than 15k transactions monthly
- Added 3X more revenue streams
- Recommendation engine with 70% efficiency

Techspian's expertise in travel technology and agile development methodologies were crucial in the success of the project. From developing custom travel booking systems to integrating with various industry-specific APIs, Techspian has proven itself as a reliable and capable partner for clients in the travel industry.