

Infogain designs a UI/UX solution at a luxury travel organization that increases conversion rates & customer satisfaction

Client Background

Our client is one of the world's leading travel organizations providing tailor-made luxury holidays and has won over 170 awards for its holiday services. They offer a wide range of travel products and customized itineraries for escorted tours throughout the world.

Business & Technical Challenges

The client wanted to provide customers an opportunity to view online their personalized proposals prepared by their experts located in stores across the UK.

The technical challenge was to provide a UI/UX solution which is:

- Fast and responsive
- Integrated with central systems and databases
- Integrated with 3rd party vendor APIs to connect with hotels

Infogain Approach

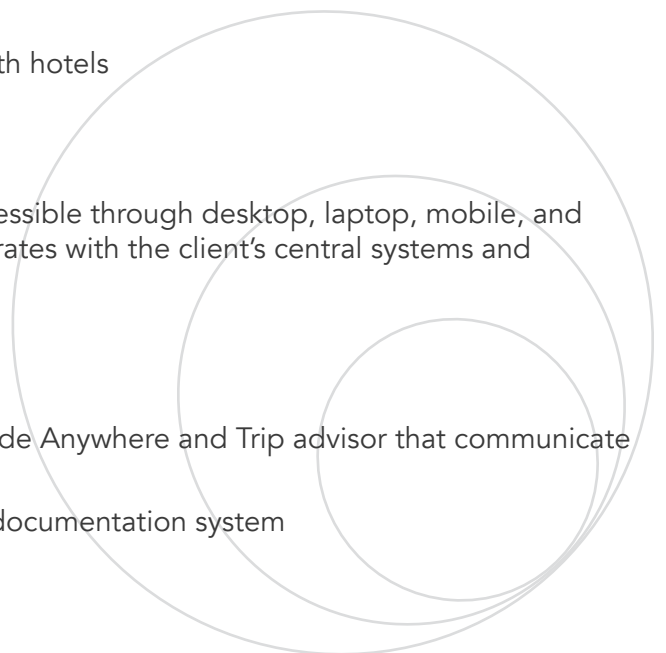
Infogain developed a web-based portal that was accessible through desktop, laptop, mobile, and tablets. The fast and responsive UI/UX solution integrates with the client's central systems and databases, third party vendor APIs.

Additional solutions:

- Provided customer data management
- Integrated external APIs like Open weather, Postcode Anywhere and Trip advisor that communicate with hotels for bookings, and to provide content
- Integration of web portal designed with customer documentation system

Technology Stack

- MVC 5
- Angular 1
- Web API 2
- SQL 2012
- Bootstrap



Business
impact
delivered



Cost



Revenue



Speed-to-Value



Risk



Innovation

Infogain Edge

Infogain has been delivering ROI driven & scientifically validated designs for digital eco-systems through our 4i methodology: iNTERACTION, iDEATION, iMPLEMENTATION, iNSPECTION.

Key Benefits

The client received these key benefits provided by Infogain:

- Increased personalization that led to better conversion rates leading to increased revenues
- Increased customer engagement from a secure portal
- Time savings by allowing customers to view their booking details online and make payment
- Innovative solution with a UI/UX experience that integrates central systems, databases and third-party vendor APIs

Why Infogain

Infogain brings the following strengths to each engagement:

- Preferred digital solution provider for Fortune 500 clients
- High-tech usability lab
- UX for the digital ecosystem
- User-centric designs

About Infogain

Infogain is a Silicon Valley headquartered company with software platform engineering and deep domain expertise in travel, retail, insurance, and high technology. We accelerate the delivery of digital customer engagement systems using digital technologies such as cloud, microservices, robotic process automation, and artificial intelligence to our clients.