



SUCCESS STORY HIGH TECH

# INTERNATIONAL TRAVEL COMPANY RAPIDLY EXPANDS MARKET PRESENCE

Redesigned Customer Experience portal



This global travel firm is one of the most established in the world, providing travelers with unmatched expertise and local destination knowledge.

As a travel company with cross-continent operations, this client needed to revamp its web presence to reflect the current market realities of modern travel booking. Both its B2B and B2C websites had fallen behind in design, user engagement, and scalability.

The company engaged with Apexon to re-think its approach with a focus on a modern customer experience, flexible architecture, and agile application development capability.



Based in London, UK



Over 100 years of experience across the globe



Dedicated teams of regional and local experts

## THE RESULTS

# KEY OUTCOMES



**A MODERN WEB EXPERIENCE WITH FEWER STEPS & FASTER BOOKING**



**SCALABLE CMS FOR EASIER SITE MANAGEMENT WITHOUT IT SUPPORT**



**REDUCED MAINTENANCE COSTS & REQUIREMENTS**

## THE CHALLENGE

# AN OUTDATED ONLINE PRESENCE UNABLE TO SUPPORT A GLOBAL NETWORK OF SUPPLIERS, AGENTS & TRAVELERS

This client's global travel business required a vast network of suppliers and agents to have simultaneous access to its catalog of travel offerings. It was also becoming increasingly dependent on a high level of personalization and optimized customer experience.

In reality, the client was having a difficult time delivering on those expectations because of its outdated web presence. In addition to the overall look and feel:



Its distributed CMS system was leading to frequent miscommunication in offers and promotions



Search, booking, amendment and cancellation involved a lot of unnecessary clicks for users



A poor payment system was leading to prospective bookings and revenue losses



Product pricing and availability were continuously fluctuating with supplier data

As the client looked at its next steps to address the situation, it also had to contend with the potential of any website migration leading to disruptions in travel package information.

## THE SOLUTION

# A COMPREHENSIVE OVERHAUL OF COMMERCE CAPABILITIES WITHOUT DISRUPTING THE BUSINESS

Apexon worked with the client to modernize both its B2B and B2C commerce capabilities to meet the needs of its global network of suppliers.

We started by implementing an interactive application with Angular 1.7 (SPA), Sitecore (CMS) and .Net as the back-end technology. This covered a built-in CMS, complete personalization and eCommerce capabilities for a comprehensive overhaul.

From there, we went on to:



Build and deploy an authorized CMS to display offers and promotions with no delay



Use searched, booked and wish-listed products for customer-based UX and personalization



Add support for all international cards, debit vouchers and partial payments



Implement advanced Apache solr search, allowing keyword-based product search



Ensure higher site speeds by creating a caching mechanism with Redis Cache



Integrate supplier and middle-layered APIs for real-time pricing and availability



Customize the migration utility for data transfer from third parties to the Sitecore structure

## OUTCOMES

With Apexon, this multinational travel company has transformed the commerce and support experience for suppliers, agents and travelers. Key outcomes of the engagement include:



Fewer steps and faster bookings



A scalable CMS that allows easy content upload without IT intervention



More product lines in different booking journeys within the same session



A single source of travel information as a result of accurate and efficient sync between vendors



 [info@apexon.com](mailto:info@apexon.com)

 [www.apexon.com](http://www.apexon.com)

FEELING SOCIAL?

