An Integrated Software Solution that Improves The Travel Industry Growth

Overview

Need →

This study examines businesses coordinated with travel industry currently demanding effective software solution implemented with modern strategies. These businesses do a major portion of their sales through the Internet. The study examines the different approaches taken towards their businesses and identifies the problems iencountered.

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← **Solution**

Benefits

✓ Improved upkeep by offering distinctive levels for administration and customers.

✓ Well maintained powerful enterprise management tool.

✓ Increase in management efficiency.

✓ Continuous sale growth on online travel packages.

✓ A unified connectivity solution for travel suppliers.

Background

Continuous evolution in globalization has resulted in leisure travel desires. The travel industrial market now is an important and vital part of the world economy. Today, the theory and practice of traveling is the fundamental premise of the business of operating tours. The operating travel business has been greatly affected by technology. People now have the choice to travel to any part of the world easily by hiring a professional travel business to manage travel transport modes, accommodation, and entertaining tours. The Internet has allowed users to research different travel packages completely and take com-

With the ability to easily purchase travel packages online and a more educated user, travel businesses are undeviatingly confronted with the competitive environment of online procure period.

Walkwel Technologies has researched ideas and tactics followed by famous and popular giants of the travel industry. The dedicated team of Walkwel has developed a complete software solution for travel operating businesses. The determined Walkwel developers have implemented the modern approach and advance strategies to run a successful business in the travel industry.

Problem

A renowned business travel industry desired a complete solution and online software to improve their market approach and business management strategies. With offices nationwide split into few divisions, the business required a full travel management solution software.

Walkwel examined travel operating businesses to circumscribe their strategies for e-commerce. Further, it explored how the several online strategies have evolved since the inception of their e-commerce implementation. Each of the marketing trends of travel industry was also analyzed to discover how they manage necessary business roles such as transportation services, hospitality services, accommodations including hotels and resorts, entertainment trips, the goods purchased by tourists, including reminders and token of memories.

To further understand the e-commerce strategies of the businesses, several functional areas were examined:

- ✓ What are the critical success factors in travel market?

- ✓ Why is there a need to create an advanced service model?

- ✓ Why is there a need to create an advanced service model to connect the entire travel business?

- ✓ How to control the inabilities and poor administration consistently across all offices?

After a productive meeting with the administration of the travel company, Walkwel conjured up and came up with three major problems in the client's conventional management structure.

- ✓ The business was running on old ethics and need to streamline management procedures, including tour bookings, payment systems, and an advanced model for managing system.

- ✓ There was a lack of integration among various internal systems and the main system at the head office. Also, there was no systematic approach for customers to reach business as each office has its own policies and market price for the same travel package.

- ✓ The travel business required software that provides complete management solutions with effectiveness and improved management. The client demanded an online solution to unite multiple systems of all offices into one integrated system software. There was a need to utilize all the crucial approaches and built a modern service model with new strategies trending in the travel industry.
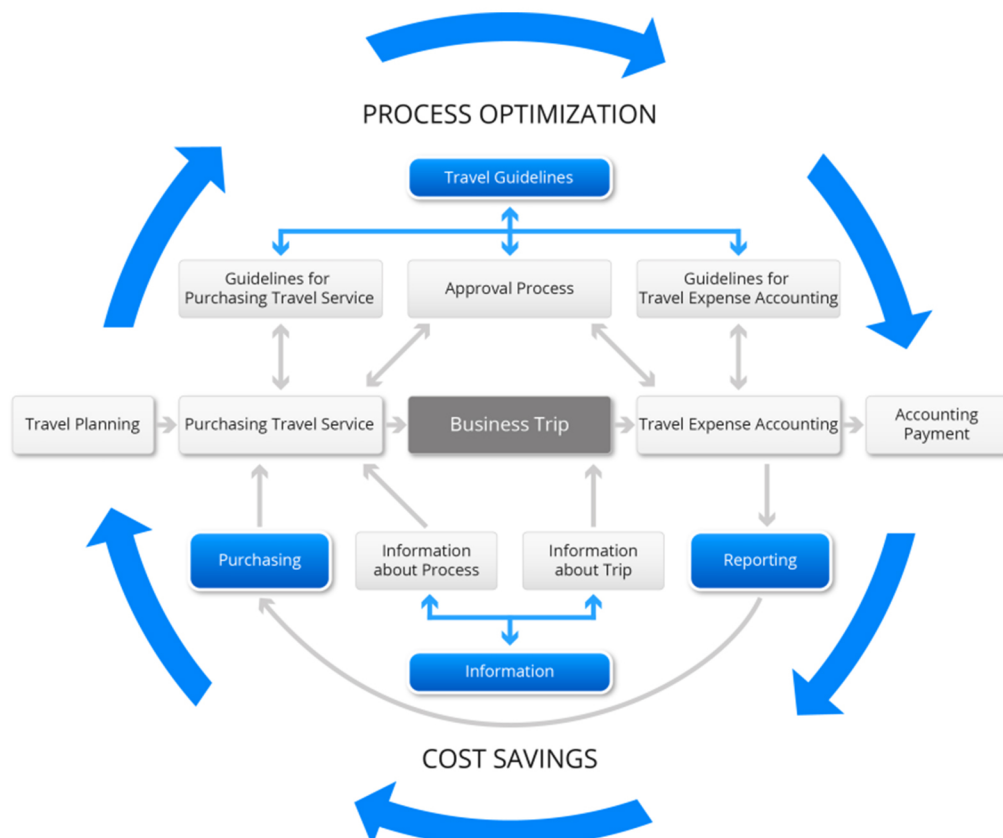
Solution

So to overcome the challenges with their initial approach, the business had a hard time to stabilize a customer-driven market. After a thorough understanding of the requirements of the business, Walkwel implemented the modern theories and strategies to generate API integrated travel portal. The travel business management software developed by Walkwel delivered a complete solution to automate the travel business administration platform. The major determinants of the management solution software are:

✓ A digital closet for descriptive content- An attractive display of welcoming text and pictures.

✓ A digital locker of information and fares/prices- An individual platform with a flexible description of the availability of different travel packages, detail information and cost-effective related fares and prices decided by the management authority for all offices.

✓ An automated repository of selection for cancellation or bookings- authorized users to add and cancel reservations in real time.

Walkwel provided a complete software solution to the business by improving customer relationships, raising brand awareness, maintaining histories, credentials, and data. Not only this, the travel management software presented an individual platform for all offices to eliminate miscommunication and improve hospitality services. The reformed policies and important modifications approached with the help of the software solution by Walkwel are:

- ✓ The software solution permits organization Integration with a digital method for reservations and accounting, streamline working at the back-office and manage relationships with customers and other corporates.

- ✓ Walkwel developed software that managed the travel business engagement such as record management, designing travel packages, modern pricing application and advanced strategies to sell travel packages across various channels.

- ✓ Walkwel delivered excellent solution software that is capable to manage the travel essentials of the corporate clients and provide them a self-booking tool that covers all frames of business travel strategies.

- ✓ The software developed holds every feature that offers a complete host agency solution. The essentials include Distribution and affiliate management plans that help the business to chase higher revenue and enhance customer loyalty

- ✓ Web services based on data configuration swapping switch that helps to integrate and share data from multiple sources via a unified platform was introduced. Hence, merging records and data had improved access to history management system.
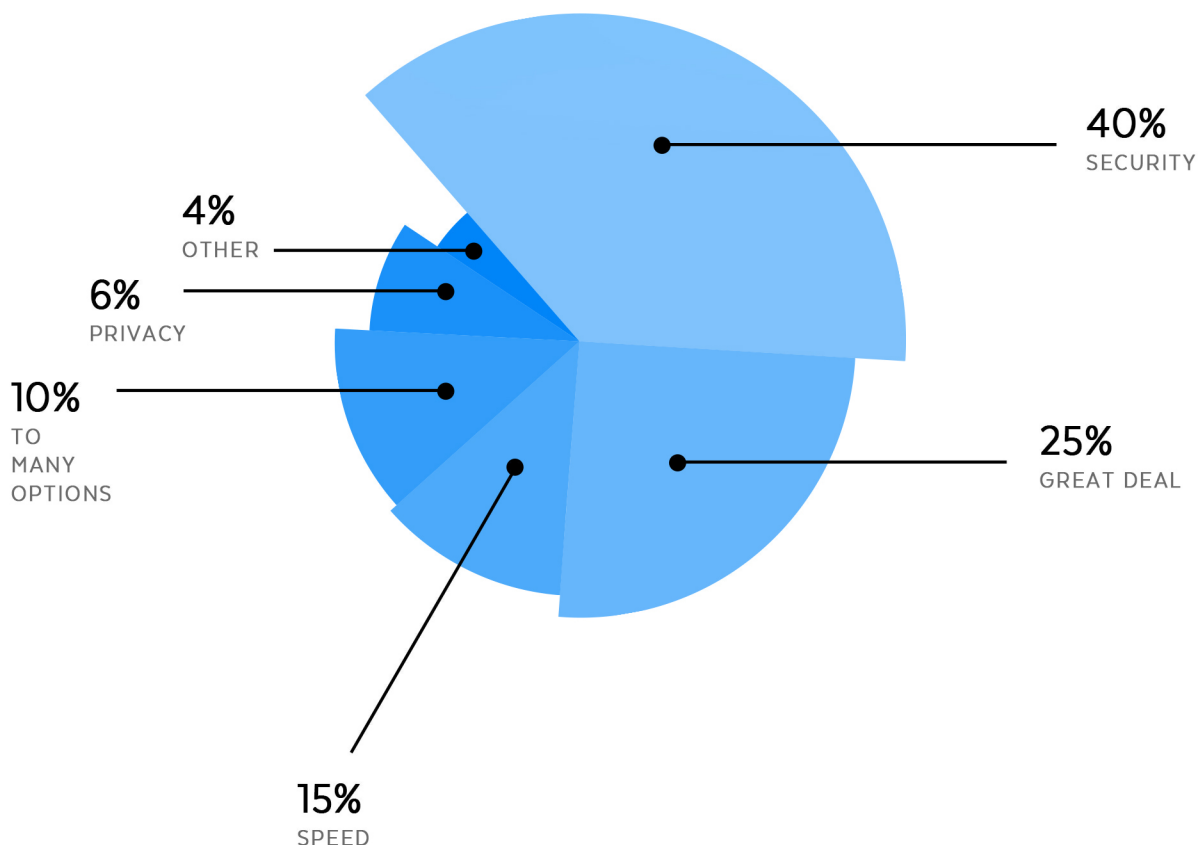
Results

Before implementing business management plans for the travel company, Walkwel analyzed several selections. The dedicated developers researched complex travel business management stratagems and chose the best strategies after discussing with the client.

The major three points that were kept in mind before developing the software solution is:
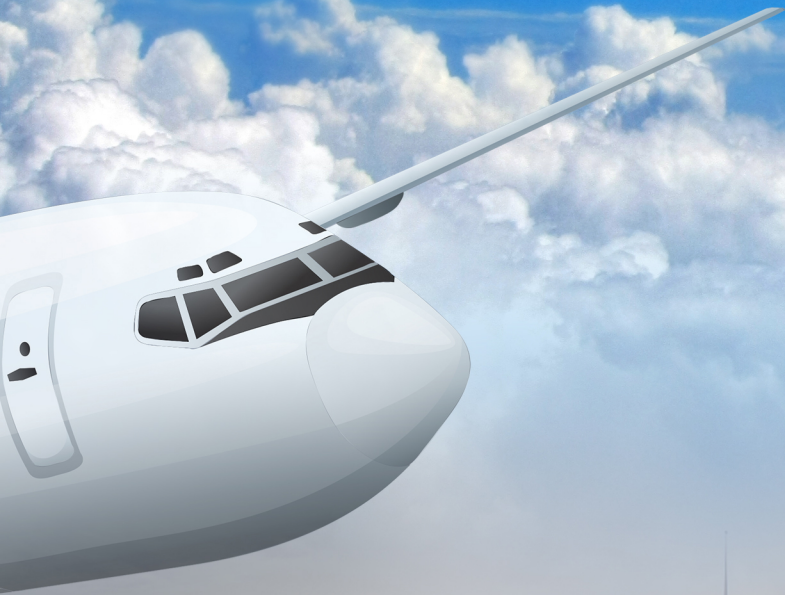
✓ What are their traditional business management tactics?

✓ Does the client require expanding the business, customer support or client service?

✓ How to collaborate the data of all offices efficiently?

40%
SECURITY

4%
OTHER

6%
PRIVACY

10%
TO MANY OPTIONS

25%
GREAT DEAL

15%
SPEED

Walkwel provided complete solution strategies that introduced a unique collection of customer-driven approaches, business-driven policies and a combined strategy linking other corporates and the business. This is because each of the pattern maneuverings has exceptional attributes that precisely contribute towards the benefit of the travel business.

The benefits of travel management solution software caps brand awareness, unified platform for data management, customer analytics, notable levels for administrators and customers etc. This appeared as a systematic and powerful business management tool. The business has undergone an improvement in management efficiency. Not only this, There is a consecutive sellout maturity for online travel packages. The solution software by Walkwel also served as a centralized connectivity platform for travel suppliers.

The travel business has experienced an increase in the management efficiency by 20%. The travel business solution has positively impacted the online sales and provides customer satisfaction.

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