Case Study

e-Commerce platform to book accommodation and leisure activities

E-commerce   2019

❯ SUMMARY

We developed an e-commerce platform that allows Tourists to book online stay at their favourite holiday destinations. This platform also offers tourists to choose leisure activities from client's product catalogue available for that respective destination. This portal also has features to onboard Hotels, Vendors and Agents. Apart from Online Booking System and Shopping cart for activities, we also integrated payment system, order management, invoicing system. Developed e-commerce Platform has features to offer discounts to customers and do Promotional activities as well. Dashboards and Reporting system for management team helps in getting insights about their business.

❯ CLIENT PROFILE

A Travel company that provides accommodations and leisure activities to Tourists for holiday destinations in India.

❯ BUSINESS SITUATION

Client was looking to expand his tourism business through online presence. They had tie ups with many leisure activity vendors, Hotels and Agents and wanted to bring all together in one portal to bring ease in their business.

❯ KEY CHALLENGES

- The client's business was in budding stages and hence needed an online platform which would increase their presence amongst already matured market place.
- The online portal had to be put into function within a short time frame
- Previous offline application used for their business could not be integrated as it had architecture and workflow issues

SAGACITY

❯ SAGACITY SOLUTION

Sagacity understood their entire business processes. We chose the right technology to develop the portal and hosted on appropriate infrastructure, keeping the inflow of traffic and their growth in mind. We developed the Web portal in .Net to make sure the portal has user-friendliness, responsiveness for various devices and online presence can be felt. While hosting we kept the following parameters in mind:

- Seasonal inflow/ trends
- Number of requests per hour
- Uptime
- The response time of web pages
- Any document to be uploaded
- Data to be preserved for how long
- The archival policy of Database
- Cache

❯ IMPACT

- Online presence gave expansion to their business
- Flexibility to update their Product catalogue as required
- Offering Discounts to existing and new customers became easy
- Promotional activity campaigns through portal helped them increase in their business
- Hassle free Onboarding of Vendors, Hotels and Agents
- Insights into the business through reports and dashboards

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