Project CASE

GT TRAVELS

MOTUNRAYO ADEGUN

Project title

GT Travels Limited

Client Information

GT Travels Limited ranks as foremost and outstanding travel agency providing its clients within and outside Nigeria a convenient and remarkable travel experience. Their offerings include sourcing of flight tickets, bus trips, hotel reservations, tour packages, travel insurance and visa support services that assures a quality business / vacation experience.

A resolute and committed team with in-depth knowledge makes every trip unique by ensuring the following for their clients:

- Traveling as scheduled to any location at the best and well negotiated cost.
- Offering flight deals to top destinations.
- Leveraging their partnership with over twenty airlines and road transport companies.
- Providing expert advise while planning and booking trips.
- Making travel insurance coverage simple.
- Offering 24 / 7 support throughout booking process by capturing customer's issues.
- Creating a bespoke experience designed specifically for their clients.

Client URL:

http://gttravelsltd.com/

Project Overview:

Project Objective:

The objective of this project includes the following:

- Build a unique business process for travel service support.

- Develop a backend system to manage travel plans and more.

- Implement a dynamic dashboard for real time view and access to partner services that gives opportunity to provide a frictionless travel experience.

Project Timeline:

60 days.

Service Provider Role:

Try Catcher provided consultancy and software development.

Measurable objective

The project goals attained includes:

1. Backend system that provides the following features:

   - Optimized architecture for effective accessibility.

   - Dynamic and responsive web interface.

   - Excellent user experience.

   - Seamless self travel booking.

   - Rate configurations.

   - Flexibility to manage flights, bus trips, referrals programs, admin users, and partner airlines.

   - Smart and intelligent application of business rules to travel deals.

   - Algorithm to select and display travel deals to top travel destinations.

   - Automation of processes to lower administrative expenditure.

   - User management.

2. Interactive dashboard connectivity with:

   - Real-time updates from data sources.

   - Dynamic headers that display trip / business information with a better context.

   - Dashboard tabs that help to find relevant data quickly.

   - 24 / 7 access.

   - Ability to track activities of customers and provide necessary support.

   - Click- to- filter feature to enable data analysis.

Seamless Booking

Management System

Support System
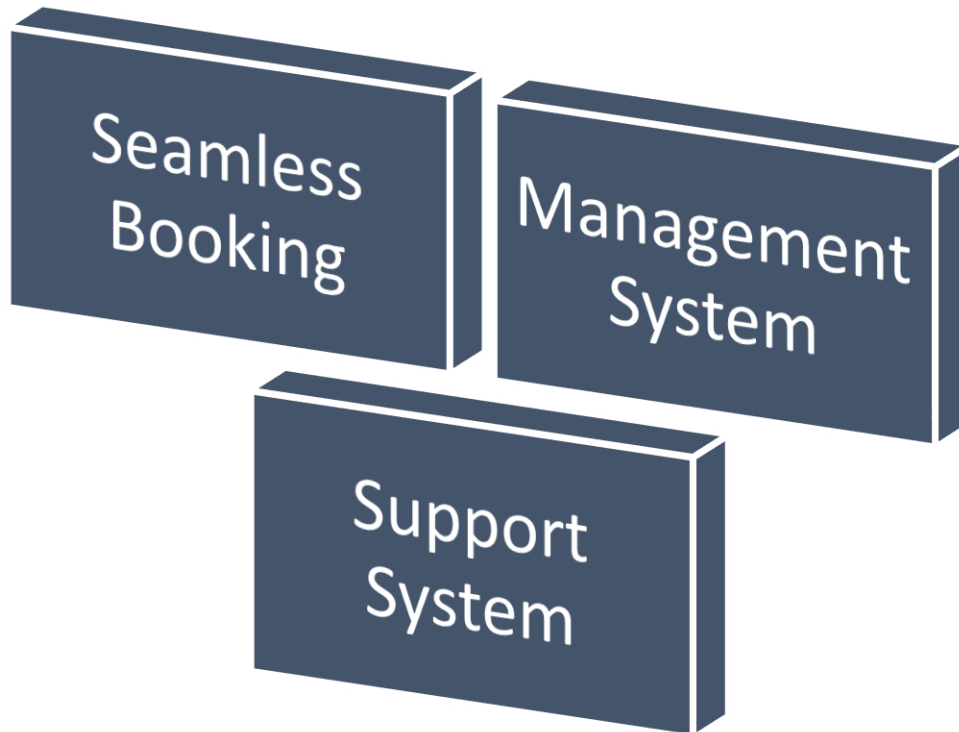
Service Offering

Try Catcher provided the following:

- Information technology consulting
- Automation processes
- Technical development
- Advisory services on improving their business and service offerings
- Business development

Marketing tools

The marketing tools employed include:

- Content management for GT Travels web presence

Target Audience

- Individuals
- Businesses
- Tourists
- Hotels

- Travel insurance companies

Project Challenges

The challenges encountered in the development of GT Travels websites were as follows:

- Creating a business rule for pricing

- Ensuring proactive performance monitoring

- Accessing inventory management of ticketing services

Solution

- Automated rate configuration rule

- Smart and intelligent application of business rules to travel deals.

- Interactive dashboard connectivity that enables real-time updates from data sources

Have a project in mind? Get in touch

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