



Mobile Website for a Leading European Travel Company Drives Customer Access and Growth

CASE SUMMARY

Need

Drive business growth by providing access to customers who want to search, research and book holidays on any device of their choice

Solution

Mobility platform-driven responsive website to provide optimal customer experience

Benefits

Upsurge in number of mobile devices accessing the website and strong growth in mobile revenues, achieved in record time

Product Engineering
Enterprise IT Services
Technology Infrastructure



DEPTH MAKES A DIFFERENCE

BUSINESS CHALLENGE

- Ability to cater to the sharply increasing number of customers using mobile devices, especially the younger generation
 - Need to handle increased competitive pressure and surge during holiday season
 - Effective monitoring and reporting of business metrics, to understand customer behavior
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SONATA'S TECHNOLOGY SOLUTION

- Deployed hybrid mobile services for device detection
 - Used Moovweb mobile platform-based development to quickly develop and deploy the solution
 - Used rapid prototype development for better technology and user experience evaluation and feedback from business
 - Integrated final solution with core hybrid commerce application for transactions
 - Ensured mobile responsiveness of features like Browse & Search, Product & Inventory pages, Booking & Payment in weeks
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BUSINESS BENEFITS

- New responsive website contributing around 25% of all web traffic and related business growth
- Increased customer satisfaction by making the mobile channel operational in quick time



ABOUT SONATA SOFTWARE

Sonata Software is a global IT services firm focused on catalyzing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 100 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.



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