



**WEB-BASED ONLINE BOOKING PORTAL**

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**CLIENT PROFILE**

Our client is a leading independent eTravel agent who offers travel deals on hotels, flights, vacation packages, cruises and local entertainment deals. The client has been providing travelers with personal service, expert advice and the best travel deals for over 20 years.

**BUSINESS CHALLENGE**

The client had an idea to implement a multilingual online customer center for travel assistance. The system is to have the function of providing hospitality services to customers from all over the globe—without any geographical restrictions. These customers can be travelers, foreigners, businessmen, tourists, visitors, etc. The client aims at developing an online hotel reservation and booking system to enable customer's booking, from any location they are before lodging into the hotel. The system is to allow for easy access and retrieval of information and reporting.

The client is a mid-size global chain of hotels that has grown large enough that it sees a potential business advantage in creating its own Central Reservation System (CRS). The CRS needs to be:

- Globally Accessible
- Highly available
- Developed and deployed quickly
- Easily built and maintained

**SURETEK SOLUTION**

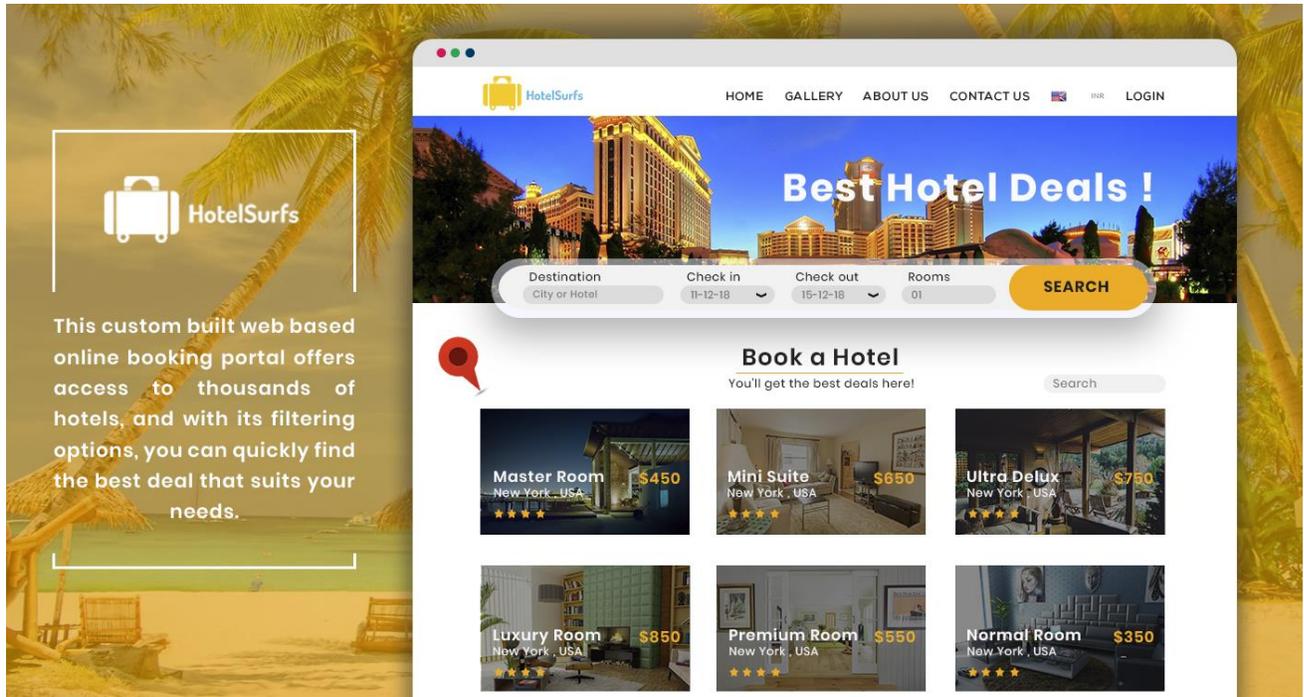
Suretek developed an e-marketplace for the tourism based on client's specific needs to serve the customers who wants to travel but has no idea about the accommodation. This built and deployed system is global, in the sense, that anyone can use this to find the appropriate hotel according to his/her affordable means.

A team of web development experts here at Suretek, designed & developed an outstanding hotel booking engine (online hotel reservation system) with a range of key features that helped the client to manage hotel bookings effectively. With the custom-build hotel booking engine, we enabled the client to have control over their brand, prices, inventory and customers. Now, the client will no longer have to pay commissions to third party booking engines / travel agents. The solution not only simplifies web-based reservation and guest management for our client's tourism business, but also enabled the client to have details of the revenue generated.



**SURETEK'S CONTRIBUTION & WORK PROFILE**

- Provided the web-based solution with access to global booking channels via outbound hotel XML API integration.
- Deployed a shopping cart like interface enabling guests/users to book multiple accommodations from several properties in one transaction.
- Having in mind the demands of tech-savvy users, the web-based solution has been made fully responsive and compatible with every device such as desktop, laptop, tablet and mobile.
- The admin panel allows for the user to login to the system and update rates, inventory and manage all multiple properties from one single place.
- The built application enables users to perform several hotels booking related functions quite easily. Now from an easy-to-use admin module the client can change dates and prices, change/add/remove rooms, group bookings, split bookings in two, edit details, handle cancellations.
- The system is incorporated with Multiple payment options where users can pick a payment mode they like.
- The system is designed and developed keeping in mind the community of global users, hence we have provided the user with the ability to display their reservation page in major international languages. Multi-currency support is another feature that has been deployed into the system to help the users to pay in their native currency.
- Integration with Facebook Apps for booking and customer reviews.
- Incorporated Affiliate programs support via XML/OTA/HTNG that provides direct connection to Google Hotel Finder, TripAdvisor, Trip Connect, and Trivago search.
- The deployed system allows the admin with a functionality to add rooms to the system, add the details like the amenities and features of rooms, edit the status of rooms when the time arises and also room a reallocation facility to change rooms at a customer's demand.
- Integrated google maps for customers to get directions to reach the client's hotel, but also boost the SEO listing of the hotels. Google shows hotel's physical address, phone number, reviews given by people and a lot more information which help in bringing the client's hotel listings on top of search results.
- We designed custom stat dashboard to track key metrics like sales, recent bookings, conversion rates, the number of online visitors, net profit.



This custom built web based online booking portal offers access to thousands of hotels, and with its filtering options, you can quickly find the best deal that suits your needs.

**TECHNOLOGIES USED**

.NET (C#), ASP.Net, J-Query, Ajax, HCD API, Ultra switch API, SQL Server, Payment Gateway, Google maps.