

EMPOWERING ADVENTURE SPORTS RESORT & AND HOSPITALITY THROUGH CUSTOMIZED DYNAMIC WEB APP



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CUSTOMER BACKGROUND



Our client has one of the best adventure sports resorts in Bangalore and is known for corporate day outings, day out packages, outdoor adventure sports space, along resort hotel room booking. They provide multiple adventure sports such as archery tag, bubble soccer, snook ball, giant swing, human foosball, kayaking, off-road bike, rocket ejector, paintball, sky swing, segway, superman, water cycle along with corporate customized packages.

THE PROBLEM

The resort was having challenges managing the inventory, giving live availability of rooms and adventure packages along with corporate & individual packages and meals. Resorts can accommodate 1500+ guests per day. Due to the lack of an application cloud-based application, the day-to-day operations were challenging and did not have exposure to a global audience which affected the sales revenue as well.



THE SOLUTION

A web-based application that can provide an elegant user interface and showcase the beautiful resort property along with the live booking of day out packages, activities, addons elements, and resort rooms. The application has integration and inbuilt capabilities to manage customer data and marketing automation CRM and is integrated with the government e-invoicing portal to generate IRN-based invoices. We have developed a smooth interface for the operations team to manage the reservations & and marketing.

After understanding the expectations, we have come up with a solution that has solved the multiple levels of operation, customer engagement, and revenue problems. Some key factors of the application are listed below:

SCOPE OF WORK

- Digital transformation strategy building
- Architecture development for backend and frontend
- UI/UX & website design for customers
- Customer engagement and marketing automation platform
- Online auto-checkout feature
- Dashboard for backend operations
- Digital marketing & SEO

FOR ADMIN & OPERATION TEAM

- Day out & night package management with inventory
- Manage the dynamic pricing for weekdays & weekends along with national holiday booking.
- Manage the online booking and update the offline booking from the system which keeps live inventory seamless.
- Efficient marketing automation & accounts and billing management.

FOR CUSTOMERS & CORPORATES

- View the beautiful property with the elegant design of a website that is connected to social media. Videos and gallery for a better view and details.
- View the adventure sports packages and check the availability with the calendar-based reservation system.
- Users can book sports, and day-out activities along with rooms for a group, or individual booking. They can do a secured online payment.
- Corporates can make their customized package along with required sports and food options which can be done effortlessly through dynamic pricing.

RESULT



With the new engaging interface, user visits have increased to 600k per month after the launch of the website with constant SEO and digital marketing activities. The website helped users to get a clear idea about the activities, accommodation, and available facilities. The website also helped users to have an exceptional user interface experience with online booking and secured payment.

The client can easily engage their existing and new customers through their social media engagement and blog posts which helps the client to maintain a long-term relationship with their customers. Social media pages, google reviews, and customer feedback give a clear idea of property which makes a huge impact on their decision-making. The web application is designed in such a way that the client gets live updates of both online and offline bookings and payment which helps them to manage their inventory efficiently and effortlessly. This helps the client to scale up the business in a massive way.


ELEVATE YOUR BRAND, IGNITE YOUR GROWTH


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