Reservation, Concierge and Marketing Platform

The competitive landscape in the Hotel Industry has changed remarkably in the last decade and has forced the hotels to come up with innovative methods to enhance the user experience.

The client with a vision of transforming the hospitality industry, conceptualized the solution and approached PSI for development. The solution has utilized the mobility transformation to renovate customer engagement with the hotels.

The client had ambiguous requirements and PSI adopted Agile development methodology to successfully roll out the project on time. The application is quite popular and has acquired huge market share. With this application, customers can access hotel information remotely from anywhere and access services offered by hotels from a single point of access. User can also use it to access in-room compendium, for enquiries, submit feedback, place orders and make reservations etc. from their mobile devices.

About The Client

The client is a modern travel technology company focused on mobile and digital guest services market. Their focus is to provide a better experience for travellers around the world whilst helping hotels to increase profit, reduce operational costs and improve guest satisfaction.

The Client's Requirements

The client planned to offer pioneering services for travellers/guest services market. They wanted to develop one place-limitless solution for online check-ins, in-house hotel information, exclusive offers, private feedback, mobile ordering, info on tourist places and city events, online payments and other ancillary services.

Key Business Challenges

➤ Ambiguous requirements with stringent delivery schedule

➤ A single application to serve multiple hotels and their services

➤ Guest engagement activities and sharing information on new facilities, promos and deals on offer

Key Technology Challenges

➤ Developing iOS and Android native applications with design similarity and utilizing native platform features simultaneously

➤ Both iOS and Android application designs were similar to each other without losing on the native platform usability

➤ Creating a Custom Content Management system to support the application

➤ Management of multi-server setup of production environment on Amazon Cloud to manage load and redundancy against failure

➤ Eliminating performance issues related with download time of content images and challenging storage requirements

➤ Application and server level optimization while minimizing the impact of frequent changes during the entire development cycle

➤ Maintaining the access permission for different user roles at the backend

➤ Scheduling the promotion campaigns, and creating an interactive Message Module for deals and offers

➤ Developing customized application for individual hotels wherein the admins can decide on the service offerings

➤ More customized applications are under development

Solution Approach And Methodology

➤ The challenge of frequent changes required Agile development methodology where weekly sprints were planned

➤ Seamless integration of change requests with the product backlog

➤ Planned short two-week internal release and one major release every month thus enabling the client to include new features in short span of time

➤ During development, code is submitted to the client on daily basis

➤ Project progress is tracked by scheduling weekly calls or on demand

➤ Created a universal application for both iPhone and iPad to reduce the development and maintenance efforts

➤ Used PyroCMS to customize and meet the client's requirements

➤ Moved some content on HTML to be served from backend web service on both Android and iOS applications

➤ Created a full-fledged message module as a strong communication tool between the guests and Hotels

➤ The mobile application went live in just five months

➤ Growing demand for the application resulted in quick upgrades. Till date, the application has already undergone five major upgrades

Achievements

➤ Application usage has exceeded the client's expectation

➤ The success of the application has linked many new hotels with the client and major hotels chains have started utilizing the application

➤ The client is planning to develop a separate application catering to Villas and Resorts

➤ Released both iPhone/iPad and Android applications on time

➤ Successful handling of frequent change requests

➤ Incorporating the e-commerce services within the application is under planning phase

Project Highlights

Client	Hospitality Solution Provider
Location	Australia
Industry	Hotel Industry
Solution Domain	Reservations
Duration	7 years and ongoing
Team Size	4 people
Delivery Model	Offshore
Engagement Model	Turnkey + Retainership

Technology Deployed

Language	Android SDK, Objective C, PHP, HTML5, CSS, jQuery, JavaScript
Framework	Android 4.0 SDK, iOS 7 SDK
Database	SQLite, MySQL
Platforms	Android, iOS, Linux
Development Tools	Eclipse, xCode
Design Tools	Photoshop

About PSI

Pratham Software (PSI) is a global IT services company (with established ISO 9001:2015 & ISO/IEC 27001:2013 practices) providing software product development, consulting and outsourcing solutions to enterprises worldwide. While providing a wide range of solutions, we focus on Outsourced Product Development (OPD), Business Process Management (BPM), Application Development and Maintenance (AMD) and Content Engineering. Our extensive experience in OPD helps us build strong relationships with Independent Software Vendors (ISVs), as we work with them throughout the product development lifecycle. In terms of technology and platform, we work across all major technologies such as Microsoft, Java and Open source and have capabilities and experience in developing solutions for web, mobile, Cloud and social media. For Enterprise customers, in addition to Process Automation, we also offer development and support services in BI and DWH.