



Enhanced the customer experience of the online portal for a leading Asian private line

CASE STUDY | APPLICATIONS | TRANSPORTATION

Highlights

Enhanced customer experience for the online portal of a leading Asian airline

Client Type

Airlines

Industry

Transportation

Type of Work

Application Management, Development support

Mphasis helped increase the customer experience for a leading international Asian airline's online portal

The Client

A successful private airline and a leading International airline operating out of Asian subcontinent to more than 50 destinations with over 300 flights daily

Objectives

To enhance the customer experience of the online portal along with the following objectives:

- Simple user-friendly easy-to-use user interface
- Increase e Commerce revenues from the portal by continually updating it
- Achieve application architecture and integration with the client's partners
- Synchronize the client's database with partner database
- A multilingual portal addressing multiple geographies
- Make portal to be compatible with various web browsers
- Offer value added services along with the basic online services to provide easy-to-use and customer friendly solution
- Allow the user to view complete details about the airline and also motivate them to become member for various offers that the airline offers to its frequent flyers
- Provide most relevant information to the users through personalization along with IP tracking

Challenges

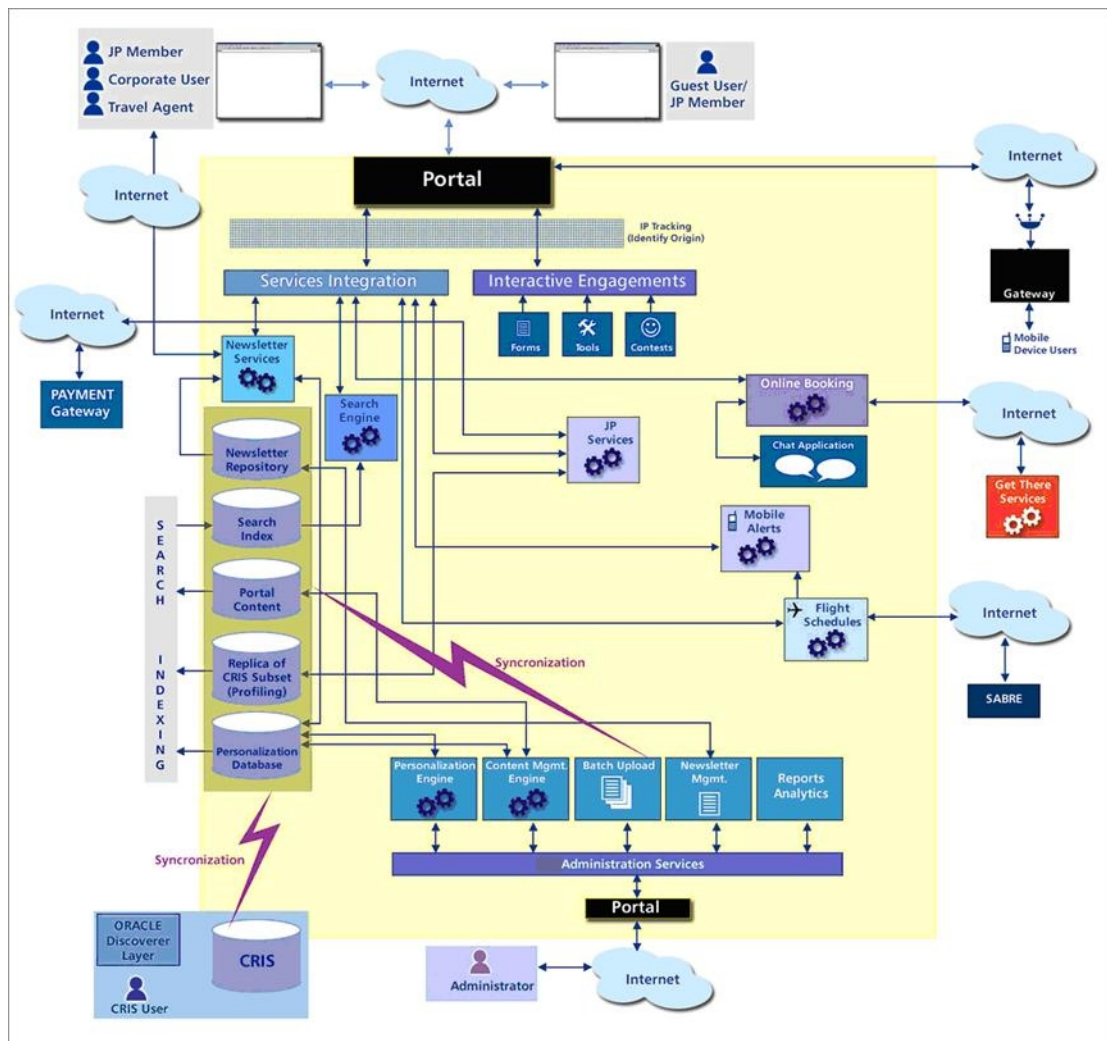
- Unknown/evolving business requirements as the e-Commerce portal was first of its kind in India for an airlines industry
- Technical challenges to build the CMS using Microsoft CMS and CS technology
- Multiple coordination points which makes delivery challenging to meet everyone's expectation
- Add definitive value
- Develop, maintain and provide support to applications with a minimal team at a very low cost

Solution

Overview

- Mphasis has streamlined engagement with a Core Team AMDS (Application Management and Development Support)
- Core team engages with business from conceptualization stage
- Create business specification and establish Return On Investment
- Create use case specification and Information Architecture
- Estimation and business sign-off
- Team setup: Ramp-up using some members from core team

- End-to-end execution using various SDLC models depending upon business requirements
- Production go-live
- Roll out and User training
- Ongoing maintenance and support



MphasiS provided a dedicated team to the client to ensure that not only the content on the website and applications are updated but also the website/application back end is robust and functional. MphasiS did a complete end-to-end ownership of the applications from maintenance and technical support to new development.

All or any issue relating to the functioning of any of the services were logged and tracked in JIRA Issue tracking system. Maintenance tasks were managed through JIRA. After completion of each task, the concerned client personnel were notified for testing. On successful testing by the client, an acceptance e-mail was provided and JIRA issue was closed.

Innovation

- Developed unique set of robotics applications for the revenue department: These set of applications or business rules are developed and managed to address the revenue leakage issue within the company. Changes and inputs for such applications are governed by Revenue Integrity Team, Flight Analysts, Market Analysts, Privileged Members, Policy/Procedures Team, SABRE enhancement team. These are a mix of Revenue Integrity applications to manage Business Rules such as time limit enforcement, incorrect booking classes, illegal class mix, abuse of fare rules, filtering non-ticketed PNRs, passive segment cancellation, space blocking, duplicate booking, multiple bookings, eliminating fictitious names/ticket numbers, manage seat requests, manage meal requests, flight schedules etc
- Integrated a Rule Based Management System (RBMS) in the robotics application:
- This was the first implementation of a RBMS in MphasiS.



Benefits

- Increased revenues from e Commerce
- Increase in number of production servers from two to four
- Increase in number of hits (page views) for the portal
- Number of privileged members doubled in a year
- Increased customer experience through value added services like SMS check-in, web check-in, etc.

About Mphasis

Mphasis is a leading Applications, Infrastructure Technology, and BPO services provider. The company delivers real improvements in business performance for clients through a combination of technology know-how, domain and process expertise. With currently over 36,000 people, Mphasis services clients in Financial Services, Manufacturing, Healthcare, Communications, Media & Entertainment, Transportation & Logistics, Energy & Utilities, Consumer & Retail, and Governments around the world. To know more, visit www.mphasis.com.

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