



# Scaling new heights

The Next Generation Airline  
E-commerce platform

As airlines fiercely compete for ticketing revenue to increase market share, it is imperative that their e-commerce platform offers winning digital experiences for their end customers. A user-friendly e-commerce website that is fast, mobile responsive, intuitive and does not make the user think while navigating makes all the difference between winning and losing a customer. With technology a prime driver of user experience, today's discerning traveler does not see cost as the definitive influencer. The passenger is more interested in an airline brand that offers a hassle-free ticketing process, superior quality service at all touch points and a holistic experience across the travel life cycle. The driving philosophy for turning first-time passengers into evangelists thus rests on tangible differentiators on the online front like branding, social trust, online advertising, persuasive promotions, e-sales and the website customer help channels.



## Website ticket booking faced turbulent weather

Our client is one of the leading North American Airlines, flying thousands of air passengers daily across multiple continents. However, in recent years, the percentage of revenue from online bookings on the airline website plummeted drastically along with falling Customer Satisfaction Scores (CSAT). The website user experience was poor as it was not in tune with current website usability best practices, not mobile responsive and incompatible with modern browsers and smart devices. The website User Interface (UI) did not have appropriate Call to Action (CTA) elements that can facilitate selling of ancillary services during the ticket booking process. Up-Sell and Cross-Sell as part of the user experience was poor. Functionality that can launch offers and promotions at speed and scale was lacking which had a detrimental effect in terms of staying ahead of the competition.



# The Hexaware Approach – Breaking new ground



Hexaware was chosen as the technology provider of choice by the airline to deliver a future ready solution that would transform the ticket booking experience and meet and exceed the expectations of the millennial and the digital savvy traveler. Hexaware initiated a newly commissioned project aimed at re-architecting the airline's e-commerce portal.

After understanding the business and technical needs of the client, Hexaware specialists explored front-end technologies like Angular, React and proposed a technology solution based on Angular which enables a Mobile First approach. A reusable UI component library was developed that would be used across all the portal pages for a seamless and consistent user experience. Understanding the need for the business to handle and manage content in a customizable and non-technical way, **Adobe Experience Manager** was chosen as the **content management system**. This helped in easy content management as also in ease of maintenance and updates.

**Agile project methodology** that used short development cycles to focus on continuous improvement was used in tandem with **Hexaware's DevOps expertise** to enable frequent builds, ensure code quality, regression testing and deployment. A **Behavior-Driven Development (BDD)** approach was adopted for doing a soft release of the new website to only 5% of selected users that helped in collating regular input and feedback for fast corrective action.

## A Best-in-Class E-commerce Platform for Higher Revenue

The revamped E-commerce platform provided a convenient way for the airline sales team to launch promotional activities without the aid of technical teams. This significantly increased turnaround time to market boosting revenues substantially. The robust technical design and architecture enabled easy integration of hosting partner airlines on the client technology infrastructure which opened a new revenue stream for the client.

Hexaware planned the revamp in multiple phases incorporating modern technology stack and a scalable architecture which will serve the needs of the rapidly changing industry dynamics of the airline industry.



# Customer Experience Transformation for the Global User

The mobile first design approach used for developing the portal was the primary reason that website traffic grew exponentially and helped in conversions. This new avatar helped in an increase of **23% YoY** in direct booking revenue. **The focus on delivering a superior customer experience through carefully curated features and functionality helped the client improve their CSAT scores by over 80%.** Add-on features included allowing frequent flyers to convert their flying miles to currency, an interactive seat map that aided visual seat selection as well as a baggage allowance estimator that helped the traveler calculate the cost of extra baggage as well as any other special baggage request even without booking a ticket.

With an enhanced website make-over, the client ensured that the customer engagement during the ticket booking process was a seamless experience across the mobile and the web. The onus on putting the customer journey as the driving philosophy not only helped in understanding the customer behavior at all touch points but also resulted in customer intimacy and paved the road for competitive advantage.



## About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and Consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight. We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything™', Cloudify Everything™, Transform Customer Experiences™'. Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

Learn more about Hexaware at <http://www.hexaware.com>

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