



Case Study

Travel & Tourism

Unlocking Efficiencies across Web Content Management Operations for a Leading Global Travel and Leisure Service Provider

Technology and in particular ecommerce has disrupted the marketing landscape for the travel industry. Our client needed a future focused marketing operations model that was able to adapt to this change and scale up to meet the explosion in content that the new marketing landscape demanded. Hexaware's future facing marketing operations model which replaces a traditional marketing agency with **Hexaware's Agency of the Future** helps clients address marketing effectiveness and efficiencies together.

Client Overview:

Our client is a global travel company providing tourism services to over 7 million customers across five continents. With global offices in over 27 countries, the client caters to its customers in services like Outbound Tourism, Business Travel and Destination Management.

Business Need:

Our client was looking for a service provider who would help them address their global delivery requirements to support their global website in 18 countries in multiple languages. Their marketing team was looking for a partner who would scale up to the needs of the new revenue opportunities that timely campaigns on their website presented.

The key business challenges they faced were:

- Loss in revenue and increased support costs as a result of delays in actioning website update and marketing collateral requests
- Lack of collaboration and transparency across the entire process starting with the marketing brief right up to publishing the final content
- Managing an ecosystem of multiple internal and external stakeholders globally across the entire content publishing value chain

- Lack of a single unified content governance framework that ensured appropriate content that was brand aligned was published and delivered a consistent customer experience across the globe

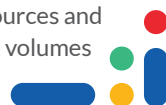
The client was desperately seeking a partner who would help them in enhanced web management of their offices and customers across the globe.

Solution Highlights:

With focus on increased cost savings, better resource utilization and user engagement for the client, Hexaware's Agency of the Future stepped in with end-to-end content management and set up a Content Factory to support the customer's marketing content operations for their website. Hexaware adopted a holistic approach by setting up a central digital repository (enterprise Digital Asset Management (DAM)) of content across various websites for centralized website content management by the respective team within shared services.

The key highlights of this solution were:

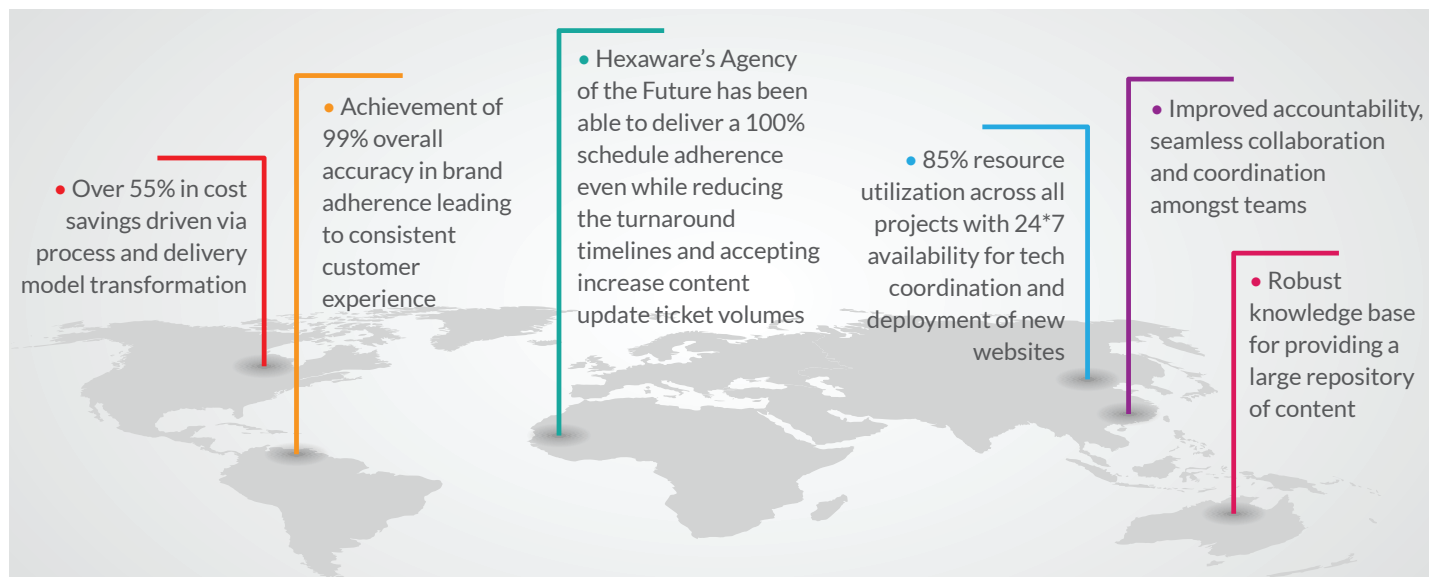
- Reduction in dependency by deploying a single Hexaware Agency of the Future **Content Factory** team for content management of all the client websites across geographies and countries
- Higher availability of resources via improved utilization and quicker responses for critical and urgent changes to the website as per priority of the business requirement. Hexaware's **core-flex resourcing model** guarantees optimum utilization of resources and helps adapt to seasonal changes in campaign and content volumes over time



- Breaking down the silos via a team of full stack developers replacing siloed website support operations that moved the needle to meet best in class marketing efficiency
- Improved stakeholder collaboration via the deployment of customized marketing project and resource management (within Hexaware's Agency of the Future) tool for ticket-based task allocations to ensure better accountability and tracking of brief-to-publish turnaround on the tool
- Strong focus on content governance that led to a significant improvement in content accuracy and brand adherence

Benefits Delivered

Hexaware's Agency of the Future further proposed a second phase of engagement with extension into a content factory to help design and execute creative concepts for increasing user engagement on the website. The accumulated benefits that were possible post implementation of the solution included, but is not limited to, the following:



Hexaware's Agency of the Future and Content Factory assisted our client not only with resolution to their challenges but also enabled improved process management, productivity and optimal efficiency through our innovative solution.

About Hexaware

We are a global technology and business process services company empowering enterprises worldwide to realize digital transformation at scale and speed. Our platform-enabled strategy – featuring Amaze® for full cloud enablement, Mobiquity™ for digital product engineering, and Tensai® for extreme automation – drives human-machine collaboration to create immersive customer experiences and solve complex business problems. We believe technology is a magical thing, and our purpose is to create smiles through great people and technology.

With corporate headquarters in Mumbai and regional headquarters in New Jersey for North America, London for Europe, and Sydney for APAC, we service customers in over one hundred languages from every major time and regulatory zone. We serve customers in banking, financial services, capital markets, healthcare, insurance, manufacturing, retail, education, telecom, hi-tech & professional services, travel, transportation, and logistics. We deliver highly evolved services in rapid application prototyping, development, and deployment; build, migrate, and run cloud solutions; automation-based application support; enterprise solutions for digitizing the back-office; digital product engineering; business intelligence & analytics; digital assurance; infrastructure management services; and business process services.

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

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