



Establishment of an online booking portal that accommodates travelers' needs

CUSTOMER

An internet-based travel website company headquartered in US, with localized sites for three countries: US, Australia and India providing personalized travel solutions. They book airline tickets, hotel reservations and car rentals online through the universal travel port API as their global distribution system (GDS).

REQUIREMENT

The customer, wanted a tool to understand each of the traveler's preferences for different types of travel, in order to generate the best travel options and present it to the shopper, through a user friendly interface. The options presented were required to be based on business, fun or other travel persona, recognizing that there is a little Sybil in all travelers.

SOLUTION

Nous team enabled the customer, by developing an online booking engine for the suppliers of flights, hotels and rental cars.

- o Development of online booking engine (which is the online Travel Agency (OTA)) and an internet booking engine functionality for multiple suppliers of flights, hotels and rental cars. This was connected through a GDS terminal and universal API.
- o Development of a comprehensive destination based search and journey builder.
- o Development of a seamless booking management system.

Furthermore, to make the personalized search more user friendly and specific to shoppers, our team defined the rules in business logic which populates the search, based on a predefined algorithm and the priorities set by each shopper to his/her account.

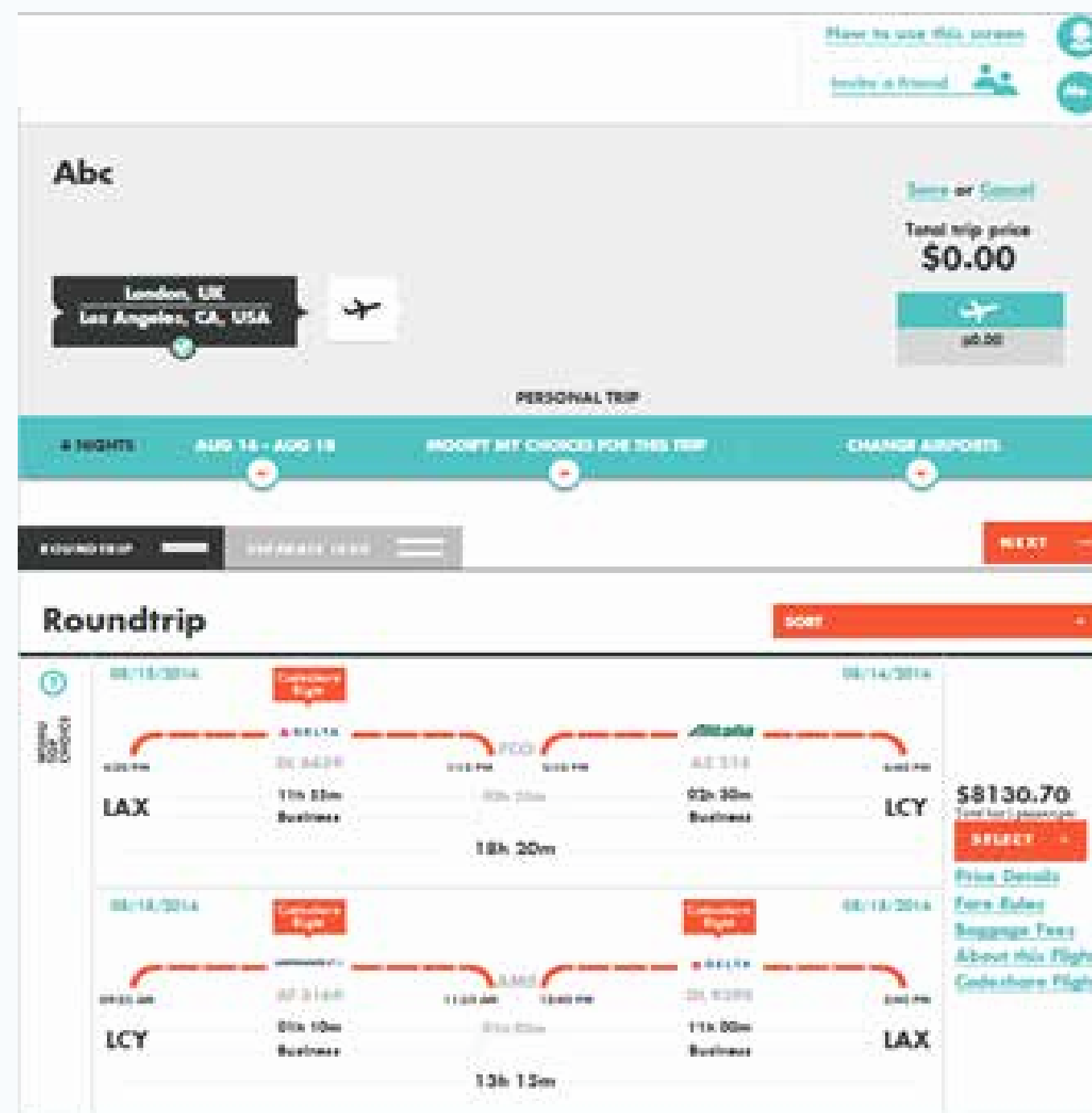
Following are some of the unique features which make it more personalized and easy to use:

- o Mapping of the proposed travel on Google maps, which makes it easy for the travelers to plan and synchronize the work accordingly
- o Modeling consumer behavior using n-dimensional decision-factor categorization of qualifiers with confidently rank to their purchases thus reducing process time.
- o The preferences can be changed based on the type of the trip like business, family etc.

- o Users can refine previous travel details based on journey name, location, airways, hotels etc.
- o Users have an option to choose the same travel options which he/she might have liked most or felt comfortable with, the idea is to save booking time and provide what users want.

BENEFITS

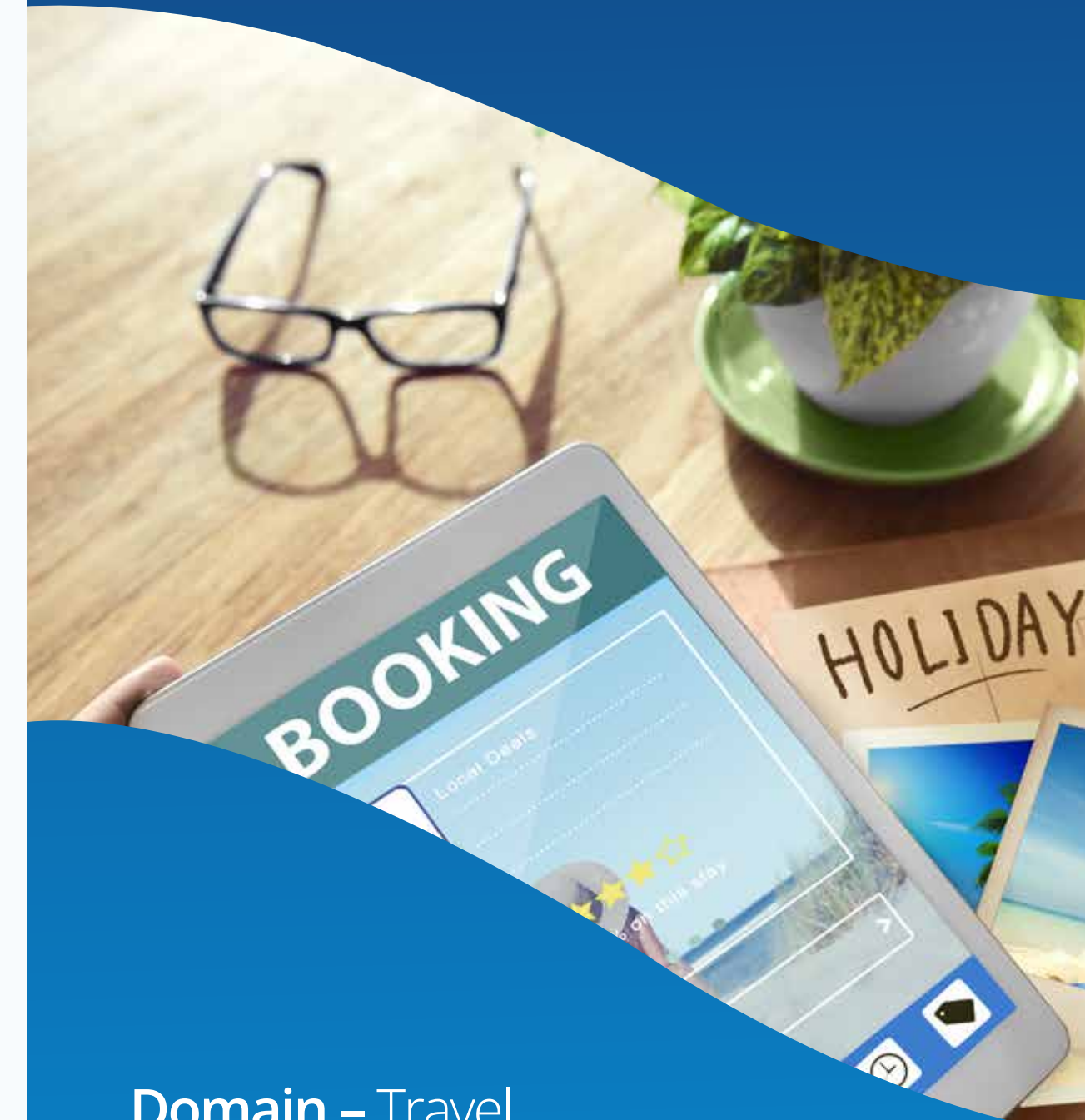
- Rich and simple online experience for potential customers
- Enhanced accuracy of portal search results
- Booking in less than 10 minutes saving a lot of user time.
- Personalized search for the users



NOUS
INFOSYSTEMS

LEVERAGING INTELLECT

CMMi Level 5 SVC+SSD v1.3
ISO 9001:2008
ISO/IEC 27001:2013



Domain – Travel

Technologies – Java/J2EE, SOAP/Rest services, Spring and JPA, HTTPS, AJP, Apache CXF, MYSQL, Backbone JS, HTML5, CSS 3

Deployment - web, hosted on Amazon AWS.

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