



# Enabling Digital Transformation through a flexible, scalable, and effective eCommerce platform

## About the Company

The client is the largest tour operator in the world and operates in over 180 countries with more than 30 million customers in 27 source markets. It trades across four sectors: mainstream, accommodation & destinations, specialist & activity, and emerging markets.



## Business needs and challenges:

The organization embarked on a change in strategy, the key objective of which was to bring about business transformation through the implementation of a flexible, scalable, and effective eCommerce platform.

- **Customer retention with Personalized offers and discounts:** Legacy system didn't provide the customer 360 degree view and hence the firm was struggling to offer personalized offers and discounts which was leading to higher promotional spends.
- **Low conversion ratio:** Look to book ratio of the existing site was very bad and they were looking at increasing the look to book ratio by providing personalized offers and discounts.
- **Smaller share of online booking:** They were looking to significantly increase their online business since the cost of running an offline store worldwide was very high.
- **50+ Desperate Legacy systems:** The existing platform was based on integrated legacy systems covering many business applications that delivered different user experiences on each of the websites. The objective of the program was to implement a single intuitive and easy to use solution across all the sites and retail systems – including B2B and call-centre functions – with customizable and configurable features.

SEO was not optimised, and hence direct traffic was very less resulting in high marketing spend.



## Solution

Below are the key highlights of the solution offered.

- **Multi-Product Support** - Building a mature product model which support varied travel products like flights, hotels, packages, cruise etc.
- **Multi Brand Support** - Bringing brand awareness on the platform, product and services, a single platform supporting varied client brands
- **Omnichannel Support** - Single channel supporting B2C, B2B and call centre operations.
- **World-class UX/UI** - Responsive Design framework built on the latest UI technologies & framework.
- **Payment Services** - PCI/DSS compliant payment gateway process/service.
- **Integration** - Integration of Hybris with below digital services:
  - Merchandising System
  - Recommendation System
  - MDM System
  - Case Management System
  - FAQ Management System
  - CDN System
  - Review Management System
  - Document Management System
  - DAM System



## Benefits

The client experienced a higher conversion rate and enhanced customer satisfaction levels after the Hybris integration:

- 30% conversion improvement & 75% online customer satisfaction score
- 70% increase in direct traffic on the commerce site
- 200k searches/ hour, 6000 orders/ hour
- 50% growth in online sales
- Optimized marketing spends for campaigns
- Omnichannel experience through modern ecommerce site



# WHY SONATA?



Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. **Sonata READY:** End-to-end, industry-specific digital business platforms
2. **Sonata ACCELERATE:** Deploy popular horizontal platforms adding required functionality
3. **Sonata CUSTOM:** Engineer custom platforms that deliver unique digital capability and scalability

Sonata Software is a global IT services firm focused on catalysing transformational IT initiatives of its clients through deep domain knowledge, technology expertise and customer commitment. The company delivers innovative new solutions for Travel, Retail and Consumer Goods industries by integrating technologies such as Omni-Channel Commerce, Mobility, Analytics, Cloud and ERP, to drive enhanced customer engagement, operations efficiency and return on IT investments. A trusted long-term service provider to Fortune 500 companies across both the software product development and enterprise business segments, Sonata seeks to add differentiated value to leadership who want to make an impact on their businesses, with IT.



## Right technology partner

One stop partner to cater for end to end Digital strategy



## Expertise

- Experts in niche areas: Spartacus & Polyglot SCPI framework, CCV2& Hybris Accelerators
- First company in India to deploy SAP commerce on Google Cloud Platform



## People

Unified engineers in-line with SAP roadmap



## Framework & Assets

Accelerated implementation with various pluggable assets



## Process

- Sonata's unique 7 step Platformation approach
- Sonata's proven Hybrid execution approach

Sonata is a global technology company, that enables successful platform based digital transformation initiatives for enterprises, to create businesses that are connected, open, intelligent and scalable. Sonata's Platformation™ methodology brings together industry expertise, platform technology excellence, design thinking-led innovation and strategic engagement models to deliver sustained long term value to customers. A trusted partner of world leaders in the Retail, Manufacturing, Distribution, Travel, services and Software industries, Sonata's solution portfolio includes its own digital platforms such as Brick & Click Retail Platform®, Modern Distribution Platform®, Rezopia Digital Travel Platform®, Kartopia E-commerce Platform®, Halosys enterprise development automation Platform®, and CTRM Commodity trading and risk management Platform®, KODO - AI powered customer experience(CX) Platform, Sonata's Platformation realization services have been specifically designed so that implementation of services on Microsoft Dynamics 365, Microsoft Azure, AWS, Cloud Engineering, Managed Services as well as on new digital technologies like IoT, Artificial Intelligence, Machine Learning, Robotic Process Automation, Chatbots, Block Chain and Cyber Security, deliver to the Platformation promise. Sonata's people and systems are nurtured to bring together the depth of thought leadership, customer commitment and execution excellence to make a difference to business with technology.



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