

Invimatic empowered **OTA** to thrive streamlining **bookings** and **expand reach**

A mid-sized **online travel agency (OTA)** sought to expand its product offerings and improve the customer booking experience. They faced limitations due to reliance on direct contracts with suppliers and an inefficient booking process. Invimatic's solution addressed these challenges and empowered the OTA for growth in the competitive online travel landscape.



Company Overview

An established OTA from North America with a focus on domestic travel, seeking to expand its reach into international markets.



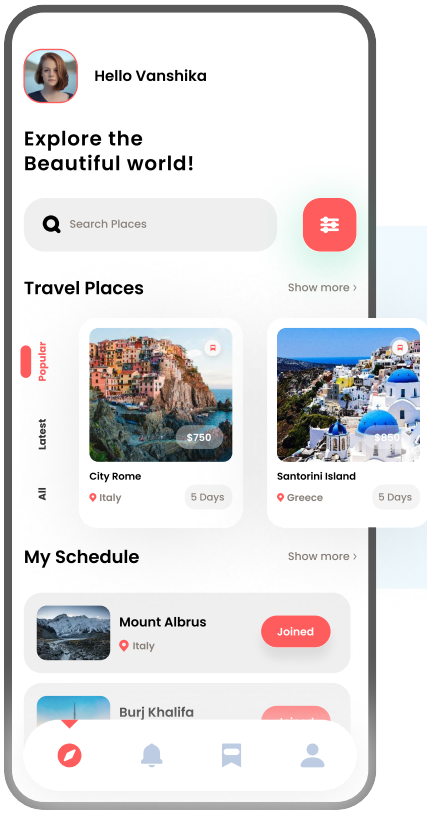
Challenges

- Limited product inventory due to reliance on direct contracts with suppliers
- Inefficient booking process with multiple steps and manual data entry
- Difficulty in competing with larger OTAs offering a wider range of options

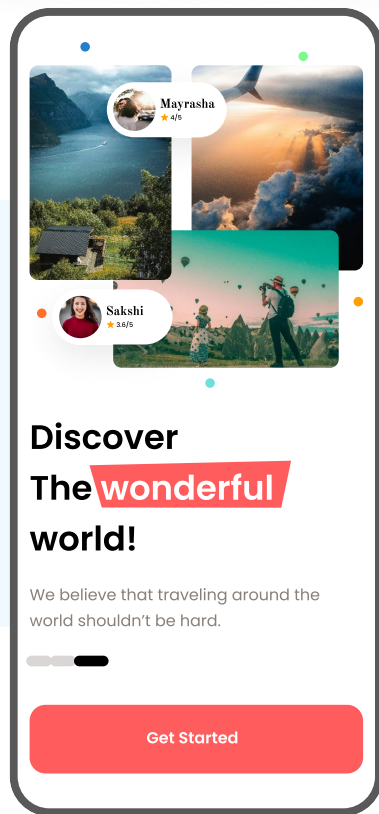
Solution Offered

Invimatic integrated the OTA's platform with leading travel booking platforms, allowing customers to search, compare, and book flights, hotels, and activities directly within the OTA's platform.

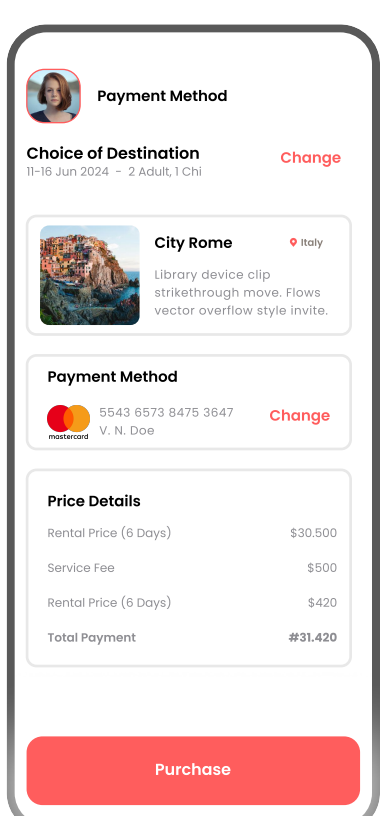
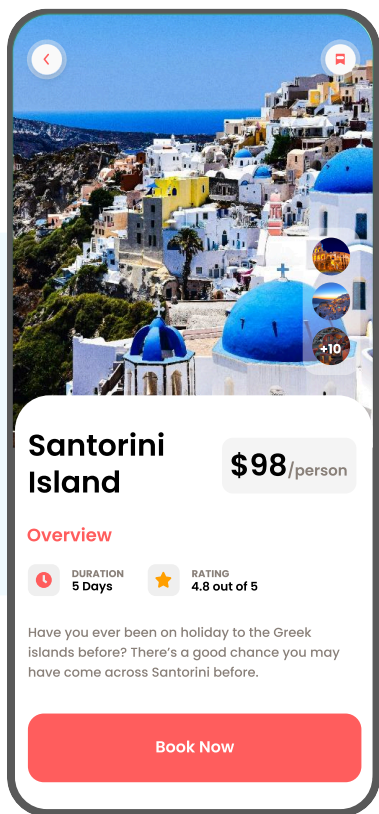
- Development of Booking Engine:** Invimatic developed a user-friendly booking engine within the OTA's platform, enabling customers to search, compare, and book travel options seamlessly in a single location. This streamlined the booking process and improved conversion rates by 25%.



- Real-time Data Synchronization:** Invimatic ensured real-time data synchronization for inventory and pricing across all integrated platforms. This provided customers with accurate and up-to-date information to facilitate informed decisions



- User Interface (UI) and User Experience (UX) Design:** Invimatic designed a user-friendly interface for the booking engine, prioritizing a smooth and intuitive user experience to enhance customer satisfaction.



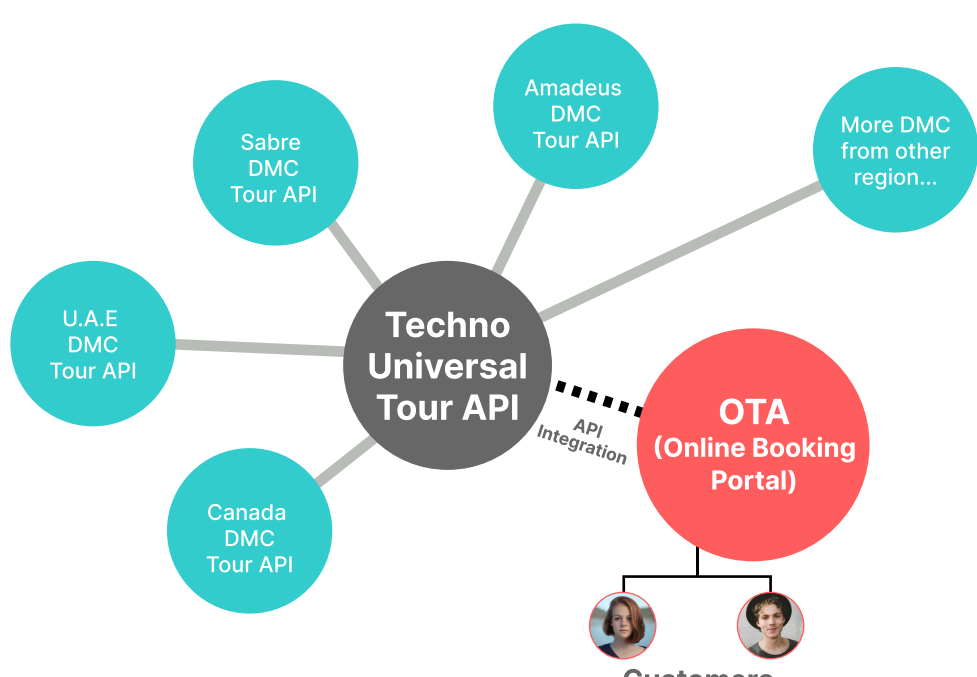
- Payment Gateway Integration:** Seamless payment gateway integration ensured a secure and convenient checkout process for customers, further improving conversion rates.

Results

- Increased product inventory by 300%
- Improved conversion rates by 25%
- Enhanced customer satisfaction due to wider product selection and smoother booking process
- Increased revenue due to higher booking volumes



Technical Stack



- Integrated with Amadeus and Sabre travel booking platform APIs to provide real-time access to flight availability, hotel inventory, and pricing for the end users

- Our in-house developers has crafted a robust booking engine tailored to our customer's platform. This engine empowered their users to search, compare, and conveniently book travel options Development of a booking engine within the OTA's platform

- We ensured seamless synchronization of inventory and pricing across various travel suppliers. This guaranteed their users to have access to the most up-to-date travel information
- Our designers created a user-friendly interface that facilitates an intuitive search and booking experience. This included functionalities for **trip comparison and selection** based on user preferences
- Implementation of payment gateway integration for seamless checkout.

Conclusion

Invimatic has transformed the OTA into a more competitive player by providing a wider range of products, a streamlined booking process, and a user-friendly interface, ultimately increasing their revenue.