



Where software concepts come alive™

Business Domain

Travel, Transportation and Logistics

Project Type

Self-Service Portal

Self-Service Portal for an International Hotel Chain Operating in 130+ Countries

Client

The Client is a USA-based multinational company that operates, franchises, and licenses lodging, including hotel, residential, and timeshare properties. The Client's profile is one of the most powerful in the industry, with 30 brands and 7,000+ properties across 131 countries and territories. The company gives people more ways to connect, new experiences and expands their knowledge of the world.

Project

A self-service portal for a new type of lodging and hospitality service during COVID-19 pandemic.

Objective

The Client has been operating in the hospitality domain and started to experience business turbulence during COVID-19 pandemic. They decided to develop a new internal startup that would help them to test a new business model and apply new ways of delivering customer service. The startup is a new self-service portal that helps its customers reduce communication with the staff and speed up processes for interactions between each other.

Team Reinforcement

To find developers for the portal, the Client announced a tender. They have their own huge R&D department, but this project had to be outsourced from the very beginning. A vendor needed to have relevant experience, 20+ team members available and be ready to deliver quickly and efficiently. For such a big project, the Offshore Dedicated Team® model was chosen.

Challenge

The Client's company started as a small business and has grown into a top employer in the industry. The company stands for 5 core values: putting people first, pursuing excellence, embracing change, acting with integrity, and serving our world.

Speed and quality were the main requests from the Client. They wanted users to test the system as early as possible. The Intetics team proposed allowing users to test the portal at the MVP stage and later.

The Client didn't plan to develop the portal in-house. From the Client's side, product owners were involved in the development process. The biggest challenge for the development team was to build fast and efficient ways of communicating with them.

Quick Facts

- ✓ Project was developed in 8 months
- ✓ 100% of software design and implementation was performed by Intetics team
- ✓ At the MVP stage real customers started to use the portal

Technologies

AngularJS / .NET Core / Java Script / C# / MS Azure / Entity Framework / Docker / Kubernetes / SQL / HTML5 / Selenium / Web API / xUnit / PostgreSQL / Jenkins / GIT

Solution

★ 01

The key benefit of the self-service portal for end customers is a reduction in face-to-face communication. It is especially important during the pandemic.

★ 02

At the MVP stage, users tested the portal's functionality. It allowed the Client to start a new line of services.

★ 03

Toolkit offered the following capabilities:

- Robust site-building
- Personalized views
- Intuitive content recommendations
- Segment and device previews

★ 04

The Main elements of the system are:

- Experience management that brings omnichannel support
- Forms and workflows
- Knowledge Base with the repository of information
- Analytics and data visualization

★ 05

For such a big project, the Offshore Dedicated Team® model was chosen. It accelerates the development process and allows participation in intensive daily communication with the Client.



Client Reference



We realized that the product required a very intensive development process. Completing it in time was a big challenge. The result exceeded our expectations. Thanks, Intetics team!

Senior Product Manager

Benefits and Results

- ★ With the new self-service portal, the Client adapted its business to the COVID-19 limitations and created a new way to serve its customers.
- ★ New ways to interact with users were developed and used in the self-service portal. Mobile, web and desktop experiences were connected.
- ★ The Client increased its revenue and started a new line of services for the end-users of their properties.
- ★ MVP phase was completed 4 months after the project kick-off, the first official version was delivered in 8 months.

Techstack:

AngularJS, .NET Core, Java Script, C#, MS Azure, Entity Framework, Docker, Kubernetes, SQL, HTML5, Selenium, Web API, xUnit, PostgreSQL, Jenkins, GIT

Team: 25

Project Manager, System Analyst, 3 Team Leads, 9 C# Developers, 7 JavaScript Developers, 4 QA Engineers