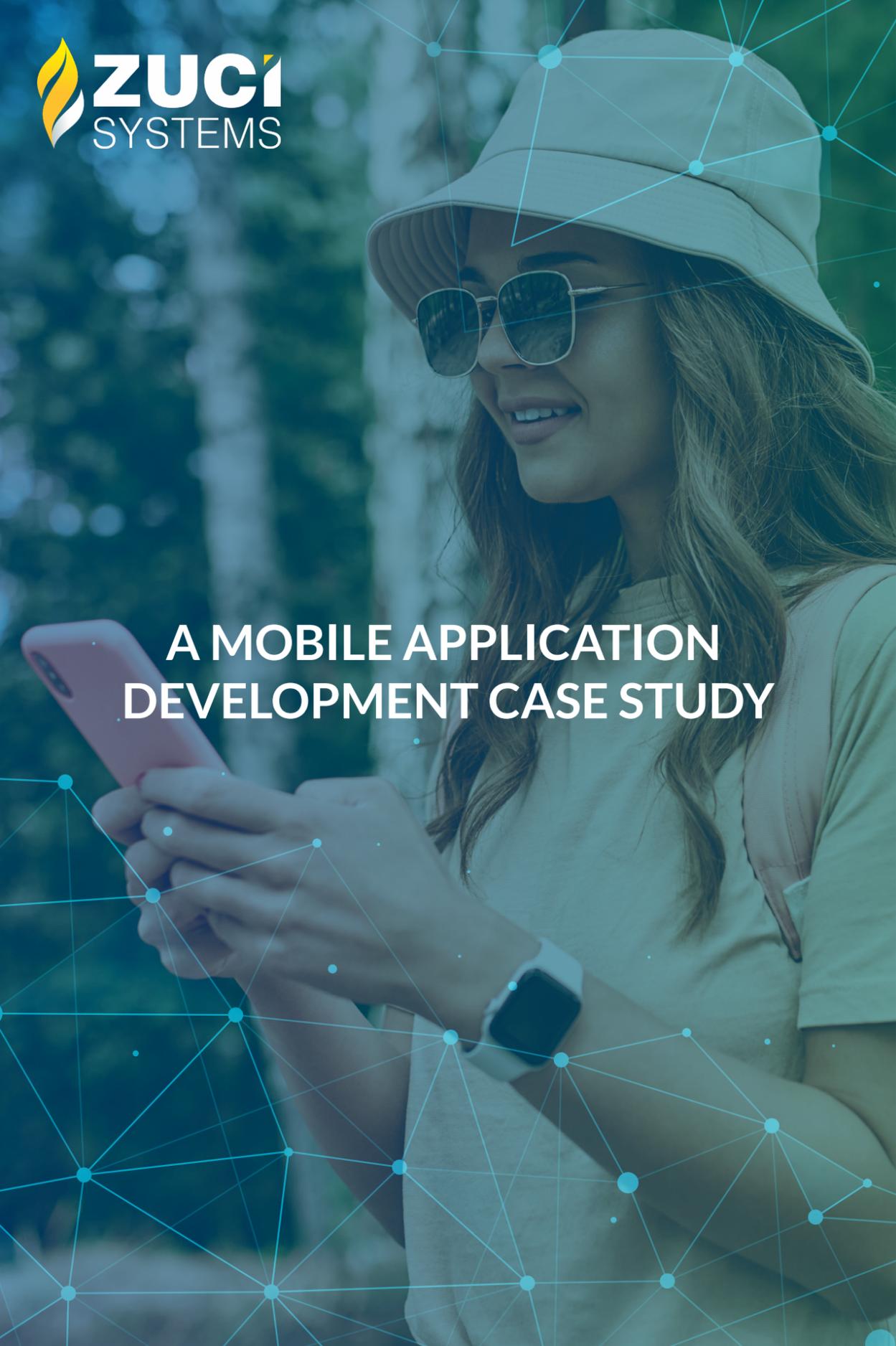


A woman with long brown hair, wearing a black wide-brimmed hat, a red trench coat over a black dress, and a red crossbody bag with white and blue stripes, is walking on a cobblestone street. She is smiling and looking at her smartphone. A blue suitcase is visible at the bottom left. The background is a blurred city street with buildings and other people.

**DELIVERING SEAMLESS MOBILE BOOKING EXPERIENCE BY
BRINGING TRAVELERS & INCREDIBLE HOLIDAY PACKAGES TOGETHER.**

CASE STUDY

A woman with long brown hair, wearing a light-colored bucket hat, sunglasses, and a white t-shirt, is smiling and looking at her smartphone. The background is a blurred outdoor setting with green foliage. A blue geometric network pattern is overlaid on the image.

A MOBILE APPLICATION DEVELOPMENT CASE STUDY



Sailing since 1837, the client is the pinnacle of British cruising with some of the largest and most modern cruise ships in the world. They wanted to provide an online mobile booking experience to travelers that is fast, easy, and intuitive.

The main objective was to include an onshore mobile channel for shore excursion bookings to ease other excursion booking channels by automating all manual booking processes, expediting bookings, and improving overall customer experience and engagement.

PROBLEM STATEMENT

The client is a leading British cruise line with over 11.5 million guests sailing every year providing authentic travel experiences on land and sea for over 180 years.

Despite already having a website for excursion bookings, onshore self-service kiosk systems, and customer representatives, the client handled the entire shore excursion process manually, such as excursion booking, pass issuance, rebooking, payments, etc.

Although the self-service kiosk systems automated most of the onshore booking process, the kiosks were outnumbered to service the travelers at scale.

As a result, the customer had to wait in long queues to book their shore excursions. Meanwhile, on the other hand, the customer executives faced difficulties scaling the services to new bookings, which impacted the overall booking experience of travelers and employee efficiency.

To overcome these challenges, the client wanted to complement their website, kiosk systems, and customer service executives with a customer-facing mobile application for iOS and Android for a personalized and seamless booking experience.

Since the client lacked competencies in mobile app development, Zuci Systems was chosen as their technology partner for end-to-end mobile application design and development.

BUSINESS GOALS



Simple, seamless mobile booking experience considering the non-techie customer base (especially for senior citizens)



Translate design responsiveness for all devices



Check real-time ticket availability and booking status



Automating all manual shore excursion booking processes



Ease-of-use, scalability, and cost-effectiveness

A woman with long blonde hair, wearing a white lace-trimmed dress, a straw hat, and sunglasses, is smiling and looking at her smartphone. The background is a light blue gradient with a network of white dots and lines.

SOLUTION



After understanding our client's requirements, Zuci Systems partnered to develop an on-demand shore excursion booking application for iOS and Android and a web portal for admin operators.

With a proven track record in providing full-stack web and mobile application development services, we adopted a secure cloud-based infrastructure and scalable architecture to enable a more accessible addition of functionality in future releases.

Our project team offered the following services:

- Product Discovery
- UX/UI Design
- iOS Development
- Android Development
- UWP Development

Finally, to expedite the deployment, we used an agile approach to design, develop, and test the application parallelly and delivered it successfully within three months.

HOW ZUCI SYSTEMS HELPED?



Our business analysts conducted an onshore 4-day workshop with the stakeholders to collect requirements, identify the app users, and establish the app's goals and objectives



Prepared a Business Requirement Document (BRD) based on MoSCoW prioritization by understanding the overall requirement, end-to-end shore excursion experience, challenges, and business goals



Identified React Native technology for both iOS and Android application development to reduce the time and costs of implementation



Understanding client systems, our project team selected UWP (Universal Windows Platform) technology for the admin application to help tourists with troubleshooting



Grouped all the broad features of implementation cycles into release cycles

Continued →

HOW ZUCI SYSTEMS HELPED?



Our developers started coding for the backend parallelly with the design team to accelerate the project development



Also, parallelly, developed an admin web application for administrators to access the mobile application, add, edit and map user accounts, send notifications, view excursion booking data, and create and manage special events



Deployed and tested the solution on the client's staging environment and handed over the application guidelines



Post acceptance of stakeholders, our team moved to production, followed by ongoing support to stakeholders with workshops and Q&A sessions

BUSINESS OUTCOME

47%

mobile application adoption rate

10x

faster booking processes

93%

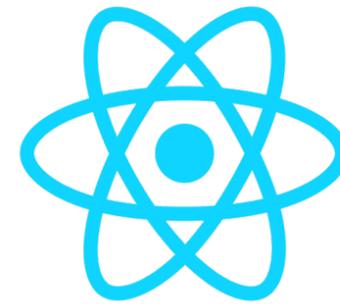
reduction in employee effort (equivalent to 200 FTEs)

39%

increase in NPS (Net Promoter Score)

ROI realized in **3 months**

TECH STACK





READY TO BUILD YOUR HIGH-QUALITY, FULLY FUNCTIONAL MOBILE APP ENABLING SEAMLESS CUSTOMER EXPERIENCES?

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www.zucisystems.com



Chennai, TamilNadu
Chicago, Illinois
Brussels, Belgium



US: +1 (331) 903-5007
Belgium: +32 477411912
India: +91 (44) 49525020



sales@zucisystems.com