



## Case Study

# Revolutionizing Digital Engagement for a Global Travel Leader

# Executive Summary

A leading global retail travel service provider sought to modernize its online platform to enhance member engagement and satisfaction. Partnering with SmarTek21, the company launched a more responsive and user-friendly website, significantly increasing mobile and tablet traffic and improving conversion rates.



## Background and context

*In an era where digital excellence is paramount, the travel service provider recognized the need to update its website to meet evolving customer expectations and industry standards. The objective was clear: create a seamless, cross-device experience that allows members to access travel services anytime, anywhere easily. While the internal team was eager to adopt Agile development methodologies, they required additional expertise to drive this transformation effectively.*


# A Comprehensive Strategy

## The Challenges

- 1. Enhancing Website Responsiveness:** Updating the website to ensure full responsiveness across all devices, thereby improving the user experience for desktop, mobile, and tablet users alike.
- 2. Implementing Agile Practices:** Integrating Agile development methodologies to streamline processes necessitated a cultural and operational shift within the development team for ongoing adaptability and improvement.

## The Solution

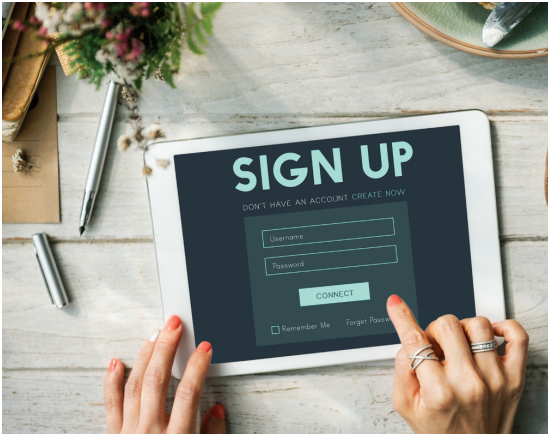
- 1. Agile Development Integration:** Introduced multiple Scrum teams, product owners, and Scrum masters to lead the project, enabling an iterative development process for continuous platform refinement.
- 2. DevOps Implementation:** Established a robust DevOps workflow and infrastructure to support efficient development and deployment, ensuring smoother operations and faster implementation of updates.
- 3. Mobile-First Responsive Design:** Redesigned the website using a mobile-first approach, optimizing the user experience for mobile and tablet users while maintaining consistency across all devices.



**SmarTek21** crafted a comprehensive strategy beyond a simple technical upgrade, aiming instead for a complete transformation of the client's digital identity. Central to this approach was deep collaboration with stakeholders from product management, IT, and customer service to fully understand business needs and customer expectations.

# Results and Impact

The collaboration not only met but exceeded the client's expectations, delivering tangible business benefits



## Increased Member Engagement

The revamped platform led to higher usage of travel services by members, indicating a more engaging and accessible user experience.



## Significant Growth in Mobile Traffic

The new responsive design substantially boosted traffic from mobile and tablet users, demonstrating enhanced accessibility and customer satisfaction.



## Improved Conversion Rates

Enhanced functionality and design directly contributed to higher conversion rates, showcasing the effectiveness of the modernization efforts.

# Conclusion and Future Outlook

SmarTek21's strategic approach to modernizing the provider's website not only enriched the user experience but also laid a strong foundation for future growth. By implementing Agile methodologies and a solid DevOps framework, the digital platform is now well-positioned to adapt to evolving market demands and continue delivering exceptional value to its members.

## Client Collaboration and Feedback

*"SmarTek21 met our expected outcomes for the project (budget, timelines, skills, etc.). They scaled up their team quickly – including those with front-end expertise we did not have – at the right time for us to make a timeline impact."*

*– VP/GM, Leading Global Retail Travel Service Provider*

