NeoSOFT®

Capabilities

Driving Digital Outcomes in Travel & Tourism

About Us

Overview

4000+
Employees

10
Global Offices

9
Development Centers

1,00,000+ Sq.ft.
Office Space

Clientele

1500+
Clients

50+
Countries

85%
Clients Retention

22+
Industry Verticals

Achievements

2000+
Products Engineered

1500+
Applications Developed

12+
Awards

20+
Million Development Hours

Partners

aws

SAP

Microsoft

Google Cloud

Magento

25+
YEARS OF EXCELLENCE

Great Place To Work® Certified INDIA

CMMI DEV / 5

Our Expertise

We help businesses wherever they are in their digital journey. From consulting for a **digital transformation** to carving out a **technology roadmap**. Our expertise helps you to **drive RoI** from your digital initiatives.

Digital Transformation

- UX/UI Consulting
- Web & Mobility Solutions
- Enterprise API Management
- RPA
- Legacy Modernization

Digital Product Engineering

- Custom Software Engineering
- QA Services
- Maintenance
- Managed Services

Infrastructure & IT Operations

- Cloud Consulting
- DevSecOps
- Cloud Migration
- Cloud Management

Data Management & Analytics

- Data Engineering
- Governance
- B.I. & Analytics

Artificial Intelligence

- M.L. Models
- Model Generation
- M.L. Ops
- Data Science

Internet of Things

- IoT Consulting
- Software Defined Features
- IoT Applications

Innovation Lab

- MVP & POCs
- Rapid Prototyping
- Emerging Tech

Team Augmentation

- Solution Architects
- B.A.
- Developers
- Data Scientists

How we help?

NeoSOFT has been a trusted Digital Partner for global brands in the Travel and Tourism industry. Businesses partner with us to build & leverage digital capabilities to support agility, increase efficiencies and enhance their users' experience.

Digitization

- Mobile Applications
- Custom Software
- Personalization

Data science

- Reservations
- Accommodation
- Customer feedback
- Transportation

RPA

- Chatbots
- Billing and Settlements
- Price Comparison
- CRM

IoT

- Guest Automation
- Predictive Maintenance
- Mobile Engagement
- Location-based Suggestions

AR/VR

- Immersive 360 Virtual Tours
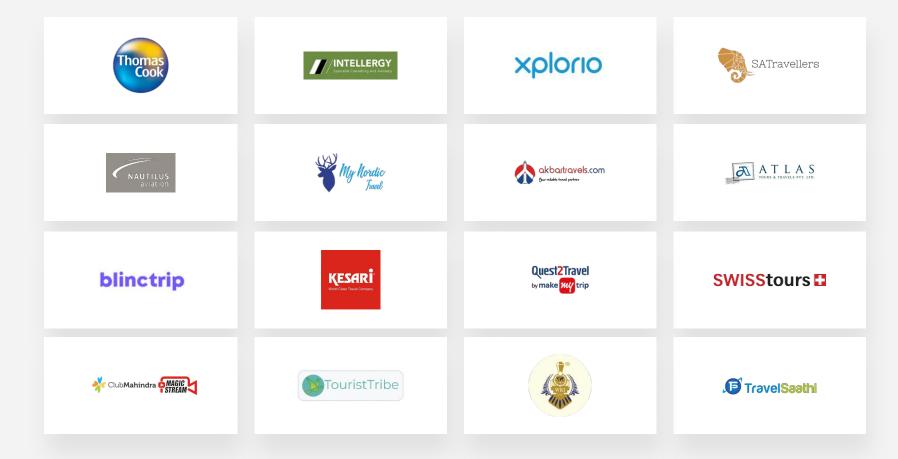- In-store AR/VR Experience
- 3D Modelling
- Real World Superimposition

Analytics

- Real-time Information
- Price Trends
- Relevant Products, Services or Deals

Blockchain

- Secure, Traceable Payments
- Tracking Luggage
- Identification Services
- Fraud Detection

Selected Clientele

Case Studies

A leading South African travel and logistics firm

Developed an IoT tracking platform for the company's bus fleet.

Project Drivers (Databases) (IoT) (Cloud Computing) (UI/UX)

Outcomes

30% Increased Customer Retention

- Access to real-time bus data and tracking increased customer satisfaction.

40% Increased Efficiency

- Accurate data on fuel consumption led to the adoption of more cost-effective routes.

20% Increased Footfall

- Live status with expected arrival/departure times increased customer footfall.

Solutioning

Challenges

- Lack of real-time monitoring led to inefficiencies in the schedule.

- Absence of a system for accurate monitoring of fuel consumption.

- Loss of business and customers owing to an unsatisfactory user experience needed to be addressed.

Technical Spotlight

- Used Azure data factory to collect the data from IoT devices and share the result using PowerBI reporting.

- Experienced intelligent and secure database capabilities with MS SQL Server and attained persistent memory support.

- Leveraged JavaScript to develop a dynamic and responsive interface.

Solution Highlights

- Quick and accurate data management and monitoring.

- Live status and tracking of bus along predefined routes.

- Improved effectiveness of bus routes, fuel consumption and passenger management.

Tech Stack

JS Redux Microsoft SQL Server

A South African travel portal showcasing local businesses in an area

Developed a robust website that enabled the client to seamlessly manage and update offerings.

Project Drivers   Product Engineering   UI/UX   Database   Cloud Computing

Outcomes

6X Increased Efficiency

- Seamless workflows and dedicated modules sped up the processes and eliminated manual intervention.

3X Improved Revenue

- An intuitive and responsive design increased user engagement and boosted sales.

15% Boosted Customer Acquisition

- An updated, visually appealing and engaging interface design attracted more customers to the website.

Solutioning

Challenges

- Manual coordination between businesses, hotels, and clients to update the offerings and services and manipulate data on the website.

- Absence of separate modules to track the track user clicks, views on profile, content hits etc.

- Offer real-time updates about available businesses, their offerings, and other related information.

Technical Spotlight

- Reduced server traffic overload and increased speed using Ajax.

- Leveraged analytics to track user clicks, views on profile, content.

- Experienced seamless scalability for secure data storage with MySQL.

Solution Highlights

- Real-time data transparency where details of available/open business or hotels are quickly interpreted and visualized.

- Incorporation of master admin panel enabled approval or disapproval of business owner profile, content.

- Reports and dashboards to derive meaningful insights.

Tech Stack php MySQL AJAX Google Analytics

A travel and trip planning, and excursions provider

Developed a platform that enables users to communicate with each other anonymously and plan trips.

Project Drivers (Product Engineering) (UI/UX) (Database Management) (CX)

Outcomes

30% Boosted Customer Experience

- Intuitive interface coupled with a dynamic design elevated the customer experience.

15% Increased Revenue

- Higher influx of traffic generated on the platform boosted conversions.

100% Data Encryption

- Data security protocols ensured customer confidentiality and protection of sensitive data.

Solutioning

Challenges

- Absence of a multi-page application with separate modules for dedicated services.

- A difficult to use and unattractive interface left users dissatisfied with the application.

- Lack of a communication channel enabling users to communicate with each other anonymously.

Technical Spotlight

- Leveraged Angular 2.0 to create a dynamic interface which facilitates high speed and performance.

- Increased compatibility and server load capabilities using JavaScript.

- Decreased development time and improved the loading speed of the pages using CSS.

Solution Highlights

- Users can access separate modules to plan trips, travel itinerary, and excursions.

- The community module allows users with similar plans to anonymously communicate and possibly join up to do it together.

- Various excursions offered which can be filtered from a few hours to a month.

Tech Stack

A travel and lifestyle platform

Extended the capabilities of the application by introducing new modules with intuitive features.

Project Drivers (API Integration) (CX) (UI/UX) (Database Management)

Outcomes

30% Increased User Engagement

- An immersive interface and new features increased time spent on the platform by users.

35% Increased Loading Speed

- Creation of dedicated modules and redesigned workflows boosted the overall speed of the platform.

20% Increased Traffic

- A visually appealing design, interactive interface and integration of new features led to an influx of visitors.

Solutioning

Challenges

- Users found the existing interface to be difficult to use and not engaging in its design.

- No feature in place for allowing users to share their experiences with the platform and communicate with other users.

- No method of tracking or contacting potential leads from users that visit the platform.

Technical Spotlight

- Lead collection and transfer to LMS module using internal application APIs.

- Developed a dynamic and interactive interactive interface using PHP.

- Improved page loading speed and data access speed using MySQL.

Solution Highlights

- Users/ Members can feature their experiences uploaded via youtube on the platform.

- Users can communicate with each other about their experiences and share doubts and queries.

- Effective and seamless lead management and progress tracking.

Tech Stack

php MySQL. JS HTML 5

A globally renowned specialist in the rail tourism segment

Developed a robust website that integrated a payment gateway and updated the existing CMS system.

Project Drivers
Product Engineering
E-Commerce
Database Management
CMS

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Solutioning

Challenges

- Outdated content and complex interface made it difficult for users to use the website.

- Agents and admin has no method making bookings on behalf of client and track its progress.

- Bugs were present in the booking system and price details modules.

Technical Spotlight

- Updated the front-end CMS content and upgraded the interface using PHP.

- Integrated seamless booking storage, access and report generation using MySQL.

- Resolved bugs and set up CRON jobs for alerting agents about payment reminders.

Solution Highlights

- An updated, dynamic and easy-to-use interface elevated the user journey.

- Admin and agents can easily cater to customer needs and offer recommendations as well as track progress of payments after authentication from login section.

- Smoother and more responsive website with less loading time after removal of bugs and glitches.

Tech Stack php MySQL JS AJAX Laravel

A European airline leader

AI-enabled intelligent Chatbot system for a delightful customer experience.

Project Drivers   (AI/ML) (NLP) (UI/UX) (Front-end Engineering)

Outcomes

4000+ Meaningful Conversations

- 4000+ online conversations automated per week—scalable to meet any future demands.

100% Security

- Ensures confidentiality of customers' info and their travel data.

70% Containment Rate

- 70% of online chat questions are now handled by the virtual assistant, limiting human escalations.

Solutioning

Challenges

- Managing high volume of routine inquiries hitting its contact center operations.

- Long wait times for attending simple customer queries such as the flight availability, booking, payments, etc.

- Burden on its online customer service representatives of having to answer the same questions over and over.

Technical Spotlight

- Leveraged Angular framework at the frontend.

- Node.js for real-time server-side events, push notifications, and WebSockets.

- Mean stack helped in introducing more versatility and increased flexibility.

Solution Highlights

- A chatbot based on a conversational artificial intelligence agent using natural language processing.

- Automation that introduces agility and improved response time.

- Reduced overheads and costs involved in mundane operations.

Tech Stack

One of India's leading travel and tours companies

Developed a robust website that offers users information about travel destinations and tour packages.

Project Drivers   (Product Engineering)   (UI/UX)   (Database Management)   (CMS)

Outcomes

30% Improved Customer Experience

- An eye-catching design and intuitive interface elevated the customer journey.

25% Increased Traffic

- The creation of dedicated modules for destinations and tour packages increased user engagement.

15% Boosted Revenue

- Separate and updated modules for hotel bookings and tour packages increased conversions made through the website.

Solutioning

Challenges

- A dull and difficult-to-use interface often left users dissatisfied with the offerings.

- Absence of dedicated modules for each offering led to high latency and increased page load time.

- Users had no method of customizing tour packages to suit their preferences.

Technical Spotlight

- Built a powerful dynamic interface and updated the CMS using Joomla.

- Boosted the speed of the website and decreased server load using JavaScript.

- Leveraged CSS to achieve a visually appealing, stylish, and intuitive layout for the modules.

Solution Highlights

- A visually appealing and updated interface with the inclusion of separate modules of destinations and tour packages.

- Dedicated module for customers to communicate with agents to create a customized tour package.

- Creation of a dedicated module for hotel bookings where users can filter hotels according to their preferences.

Tech Stack | Joomla! | CSS | HTML5 | PHP | JS

One of the most popular and trusted travel agencies in India

Crafted a robust website offering all amenities to travelers including permits and enabled agents to track sales.

Project Drivers   (Product Engineering)   (UI/UX)   (API Integration)   (Payment Portal)

Outcomes

25% Increased Customer Experience

- A visually appealing and responsive interface increased time spent on the website.

20% Increased Efficiency

- Dedicated modules led to improved speed and efficiency of the website.

15% Boosted Sales

- Integration of a payment portal increased sales made on the website.

Solutioning

Challenges

- A complicated interface made it difficult for users to find and book hotels, and the necessary permits they require for different regions.

- Absence of the backend portal for allowing agents to track the status and progress of sales.

- Absence of a portal that enables clients to make payments directly via the website.

Technical Spotlight

- Leveraged TypeScript catch bugs early on and decrease the overall development time.

- Build high performance modules using Angular to make the website more interactive and dynamic.

- Implemented on-demand scalability and data security using MySQL.

Solution Highlights

- Implemented a dedicated module for customers to book airline tickets, hotel rooms, and permits.

- Developed a back-end portal for local travel agents to track sales and the status of customers' bookings.

- Integrated a Razor Pay module for ensuring secure and safe payments.

Tech Stack — TS   ANGULAR   MySQL

A leading Cape Town based tour agency

Crafted a dynamic and responsive website with seamless sales tracking and tour package customization based on client's preferences.

Project Drivers   (Product Engineering) (UI/UX) (Database Management) (CRM)

Outcomes

30% Improved Efficiency

- Integration of dedicated modules decreased latency and improved the loading speed of webpages.

20% Improved Customer Experience

- Dedicated module for processing and tracking client requests increased customer satisfaction.

15% Boosted Revenue

- Quick alerts and action taken based on client's demands increased customer acquisition.

Solutioning

Challenges

- Absence of a module for monitoring the progress of sales and status of the client's tour package and payment.

- No method for clients to submit requests and amend their tour packages based on their preferences.

- Lack of an alerting system for notifying clients about updates and changes made to their tour packages.

Technical Spotlight

- Improved the loading speed of the website and made the webpages more interactive and dynamic.

- Integrated animations and ensured SEO friendly content using Jquery.

- Enhanced data performance, storage and reliability using MySQL.

Solution Highlights

- Agents can add, update and delete client requests.

- Admin can assign monthly targets to agents in amount and number of sales.

- Clients receive alerts and can track the progress of requests via the website.

Tech Stack

php   MySQL   jQuery *write less, do more.*   Vue.js

An Indian truck rental and hiring provider

Developed an omni-channel experience enabling customers to instantly book trucks with/without drivers.

Project Drivers (Product Engineering) (UI/UX) (Database Management) (API Integration)

Outcomes

40% Increased Efficiency

- Seamless and dedicated workflows for each service boosted efficiency of the applications.

30% Optimized Resources

- Monitored and tracked use drivers and trucks boosted resource management.

15% Boosted Revenue

- Instant access to services and real-time tracking increased customer acquisition.

Solutioning

Challenges

- No system in place for notifying truck drivers about bookings nearby.

- Absence of a module for tracking the location of the truck in real-time.

- Lack of a secure and encrypted payment portal for customers.

Technical Spotlight

- Leveraged MySQL to ensure round-the-clock uptime and on demand scalability to facilitate peak season traffic.

- Improved the interactiveness and dynamism of the modules using Java.

- Integrated several APIs to connect the users profile to social media accounts, connect the drivers and users via Google Maps, and take them to a payment portal.

Solution Highlights

- The drivers receive instant alerts when a booking is confirmed by a user.

- Users can track the location of the truck in real-time as soon they've made the booking.

- Creation of a in-app module that outlines driver details, time of arrival, trip start and end, payment amount etc.

Tech Stack

Java   MySQL   Gson   Glide

NeoSOFT® CMMI Level 5

Leading by Passion. Driven by Innovation

4000+
Professionals

22+
Industries

1500+
Clients

85%
Client Retention

Thankyou

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