



Online Hotel Bookings

Extentia re-engineers hotel bookings website to support new functionality, improve ease of use and enhance aesthetic appeal.

Overview

Country or Region: UK

Industry: Travel & Tourism (Hotels)

Customer Profile

The customer is a hotel booking website offering their clientele significant discounts on tariffs in some of the world's most popular and upmarket hotels.

The website provides a fast, secure and efficient reservation service for independent travellers.

Business Situation

The company wanted a new look for their website and an increase in number of suppliers to attract additional traffic.

The customer wanted a new site/system mainly for enabling multi-supplier search, which would involve creating a brand new website.

Solution

Extentia re-engineered the website from scratch, adding new features and improving the overall user experience.

Summary

The customer – an online hotel booking service based in the UK – wanted to redesign and upgrade their website.

Extentia was chosen to upgrade the site, improving both usability and aesthetic appeal while introducing enhanced functionality.

Situation

The client already offered a quick online reservation service, with the advantages of instant access to information and control. However, the lack of aesthetic appeal and advanced functionality limited the number of suppliers and potential customers from using the website.

The aim was to attract more supplier traffic to cater for a worldwide network. The company also wanted the new site to support multi-supplier searches for comparison shopping.

It became clear that to support the new functionality required it would make more sense to develop the 'new' site from scratch, rather than build on the existing site.



EXTENTIA

Information Technology

Features

- Quick hotel reservations
- Attractive design
- Revamped search feature
- Comparison shopping
- Increased booking speed
- Search management tools

Solution

Extentia **re-engineered** the site architecture to support an improved look and feel. The home page was redesigned for **search engine optimization**, and the back-end was developed to support multi-supplier searches for comparison shopping.

Features

The new design incorporated all the functionality of the old website, while adding a number of improved features. These include:

- Internet booking engine for quick comparison shopping
- Detailed descriptions with picture galleries
- Attractive design with new masthead and graphics
- Search query for access to all relevant suppliers
- Revamped homepage to accommodate Top Cities, Hotel Chains and Hot Offers sections along with promotional banners
- Common search form, increasing booking speed

