

Case Study: RTG

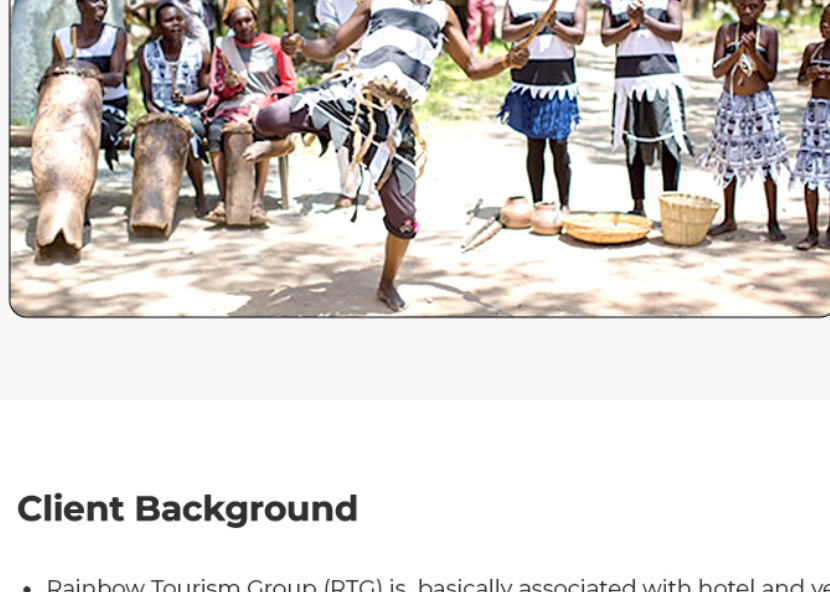
Zimbabwe-based Rainbow Tourism Group Ltd. is a renowned name in the hospitality sector of Africa. RTG is known for primarily providing hotels and conference facilities in Zimbabwe as well as tour operations and e-commerce. The client initially came for a hotel booking website. However, we also provide them with them dedicated mobile app and website

Avg. reading time: 2 min

Project Overview

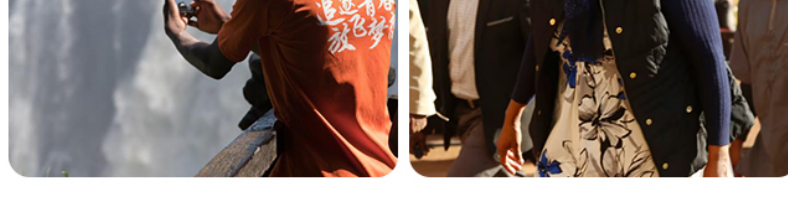
- Rainbow Tourism Group wanted the platform that we would create would give its customers a seamless experience of booking online hotels, and auctions along with an e-commerce facility
- The client is a top Zimbabwe-based tourism platform where tourists and citizens visiting across the country can avail a wide range of services

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Client Background

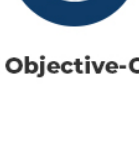
- Rainbow Tourism Group (RTG) is basically associated with hotel and venue booking and wanted to expand its services to groceries, music, travel booking, insurance and more
- The business wanted to streamline all its hotel and venue bookings with a completely automated database system



Challenges

- There was an issue with the existing payment gateway that the client suggested however, our team found that the system was not secure enough
- We provided and designed multiple modules that could easily plug and play in different changing scenarios
- We included multiple modules such as hotel booking, conference venue booking, online auction and more

Technology Stack used



Objective-C



Laravel



Java

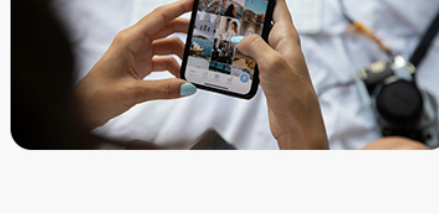


PHP

The Solution Provided

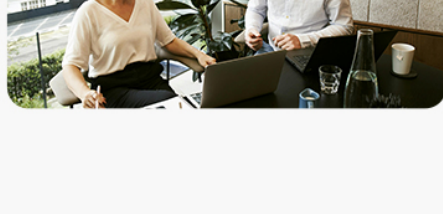
Solution #1

We built a dynamic UI UX based on the brand's guidelines and unique requirements



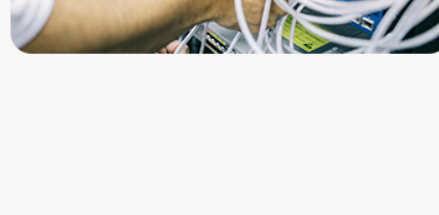
Solution #2

We provided consultation based on the scope of work



Solution #3

Our team offered complete end-to-end server support



Solution #4

We initially built the hotel booking module which later added 3rd party hotels



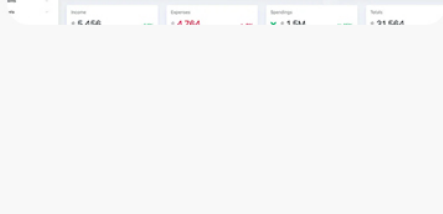
Solution #5

We made the website SEO-friendly based on contemporary analytics and search engine guidelines



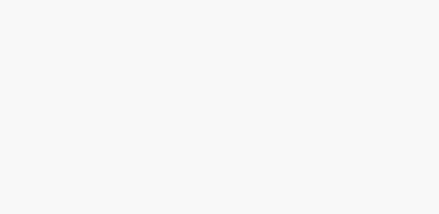
Solution #6

The client wanted a dashboard where custom real-time data is reflected



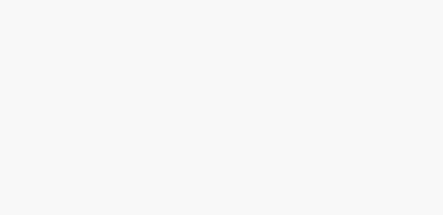
Solution #7

We also introduced a loyalty program for returning customers



Solution #8

We integrated secure payment methods for their operation



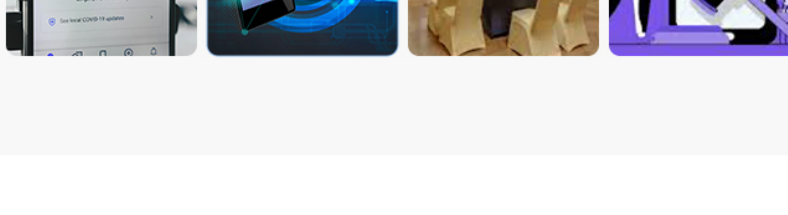
Solution #9

At present, we are offering support and maintenance for the current application as well



Key Features and Benefits

- Users can easily find the best hotel deals as per their budget
- A highly secure payment gateway that supported multiple online payment modes
- Option to book conference venues for various occasions
- Online auction module included for interested travelers and hotel guests



The results

- Our team built a custom solution for the brand keeping in mind the unique and specific brand requirements, brand guidelines, customer demographic and more
- Our team developed a smooth, seamless and user-friendly and attractive UI/UX for the brand's platform for top-notch navigability and user-friendliness
- We developed an Admin portal for the client with varied roles
- Our team implemented a seamless and secure payment integration with all the newly added services on the app

The platform had an immersive and responsive design despite being loaded with features



What Client said...

I'm impressed by their commitment to customer success.

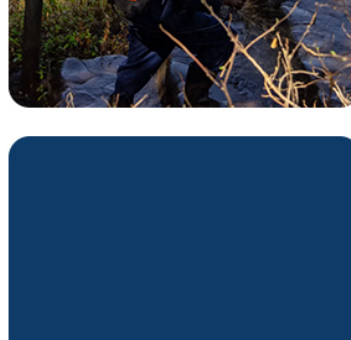
Isheanesu Makambira, Technical Services Manager, Rainbow Tourism Group



Conclusion

The upgraded website is successfully catering to the requirements of the brand's customer. This has helped to increase the brand's business and core revenue

- Improved customer satisfaction with the newly developed website offering multiple fresh features, and additional services
- Increase in the operational efficiency of the company as this website acts as a unified platform allowing customers access to many services and offering
- Helped in diversification as the website could be used easily across multiple devices without any issues
- The hotels that tied up with RTG also witnessed a massive surge in revenue, footfall, and popularity



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