Case Study

Avanade improved customer experience by consolidating Alpitour's web channels

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Results Realized

ALPITOUR WORLD

"We have developed a genuine partnership with Alpitour, which has enabled us to work together on innovative projects and achieve the objectives set within the deadlines. Avanade aims to help companies to improve and enhance users' experiences in digital environments, and to respond quickly to the market's business requirements, using the most suitable technology and a strategic approach focused on giving new value to digital platform management. Alpitour Group can now rely on a modern, digitally integrated, interactive and multi-channel platform" – Anna Di Silverio, CEO of Avanade Italy.

Customer Profile

With over 3 million customers, Alpitour World is one of Europe's leading tour operators. Alpitour was established in 1947 as Alpi, which founded the package holiday market in Italy. In 1998, the merger with Francorosso created one of the largest companies in the sector.
Since then, the group has expanded its scope and become the only company in Italy to cover the entire tourism chain.
It has five divisions: tour operators (with the brands Alpitour, Villaggi Bravo, Karambola, Francorosso, Viaggidea and Press Tours); an airline with the highest quality standards (Neos); a hotel company (VOI Hotels) that manages hotels on the coast and in cities across Italy and abroad; inbound tourism (Jumbo Tours) specializing collaborating with leading international tour operators to provide services in destinations, and finally, it has also invested in the travel agents sector (Welcome Travel Group and Geo Travel Network).

Alpitour's head office is in Turin, but it employs more than 3,000 people in its offices in Cuneo, Milan, Malpensa, Rome and Palma de Mallorca, and in support centers across the world.

With over 3 million customers, and thanks to selected international partnerships, the Alpitour Group has been among the top 10 European tour operators for some years.

Business Needs

Alpitour has an entirely customer-focused vision and wants to offer an omni-channel experience; this means continually enhancing its portal, which is not only a sales channel but most importantly, a communication channel.

Alpitour's main objective was to improve its website www.alpitourworld.com so customers can enjoy an even more comprehensive and satisfying experience. The company also wished to simplify channel maintenance, speed up response times and be able to continue to expand its range of products and services.
The needs and expectations of users have changed radically over the years, so Alpitour Group strongly felt that an innovative approach to its customers was needed.

This involved improving the customer experience on all the group's other interfaces (Bravo, Karambola and Francorosso) so the user experience would be the same on all the group's portals.

Alpitour's main objective was to create a flexible environment for end users that guarantees maximum interaction between customer and travel agent.

Alpitour Group felt the need to expand and improve its website www.alpitourworld.com to increase business volume by implementing a B2C site that would make it possible to:

- Search for package holidays, flights and hotels and, in the future, to create customized trips
- View offers in the catalog
- Simplify searches for travel offers

Other advanced functionality includes:

- Customization of offers and promotions
- Integration with personal CRM
- Archiving and retrieval of personal trips from the "shopping cart"

Alpitour's aim was to improve the browsing experience and make online transactions easier for end users, mainly by implementing a unified, easy-to-use search engine to simplify online payment flows.

Why Avanade?

Alpitour chose Avanade because of its leading position in the market and its experience in designing and producing similar projects in various business sectors, such as fashion and mass retail, which served as useful benchmarks for the group when deciding on a partner.

Avanade helped Alpitour to:

- Identify Sitecore as the ideal platform for customization and support for the marketing department
- Design the site customization strategy to increase engagement and conversion
- Design a technical architecture that can cope with marketing and IT infrastructure requirements
- Define an implementation and integration plan
- Implement the solution and put it into production
- Support, monitor and maintain the overall service (platform and product)

Project Description

Avanade created a platform that allows all the channels to communicate with each other effectively, which offers users freedom of choice and action.
To develop the new website www.alpitourworld.com, Avanade used a major content management system, which was needed to organize all the information on the group's various sites in a consistent and operational manner.

Avanade believed that the best way to support the nature of Alpitour's business was to move the management of the group's system entirely to the Cloud.
The Cloud is ideal for highly seasonal markets such as tourism as it can cope with traffic peaks without the need for large investments.

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"The company has started a very important innovation process over the last two years. To achieve this, it has selected the best partners, such as Avanade, with whom it is continuing to collaborate in a number of directions. This work aims to make customers' user experience ever more interesting and effective, through the capabilities of technology, while still working alongside travel agencies, our company's strategic partners"
– Gabriele Burgio, Chairman and CEO of Alpitour.

To satisfy customer requirements, Avanade developed a strategic digital marketing approach to help Alpitour Group adopt a new vision of the digital world. This radically changed how the Group interacts with its users, meaning that they could enjoy a more satisfying user experience in line with their requirements.

It also involved creating a platform capable of interacting with customers and travel agencies using an omni-channel vision. As the project was being analyzed and implemented, the need to develop B2B/B2C functionality emerged, so Alpitour decided to invest resources and energies in a strategic CRM alliance.

Results Realized

As a result of the Alpitour Group's successful collaboration with Avanade, it can now offer its customers a full range of functionalities and services that support choices about travel through a high-quality and easy-to-use portal that is able to meet all user requirements. Customers can now browse the website very easily and response times are much shorter thanks to the Cloud, which optimizes them.

Through the implementation of an updated platform, content editors and web division managers can plan site updates and check the presentation of the site in "on stage" mode before putting it online.

In addition, the integration with the back-end systems ensures that up-to-date results are presented and special offers displayed more quickly. Thanks to the new website, the call center can understand customers' needs more fully and assist them throughout the process of purchasing their vacation.

The site improvements have had a significant and positive impact both inside and outside Alpitour, optimizing the experience between Alpitour operators and end customers.

Thanks to these recent improvements, travelers who like to organize their vacations "with one click" are now able to enjoy an extremely smooth online experience. When consulting a full catalog of world destinations, users can choose from multiple options that have the seal of approval from the Alpitour brand, a synonym of quality and reliability.

Alpitour has been able to:

- Reduce time to market
- Lower management costs
- Reduce response times thanks to the Cloud
- Make maintenance services more flexible and scalable
- Make the e-commerce portal more stable
- Optimize web content
- Make the solution scalable

Services Provided

- Implementation of a modern, scalable platform using Sitecore technology
- Improved web presence, integration with back-end systems, such as those used for booking and support
- 24/7 support, monitoring and maintenance of the service (platform and product)

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About Avanade

Avanade helps clients realize results in a digital world through business technology solutions, cloud and managed services that combine insight, innovation and expertise focused on Microsoft technologies. Our people have helped thousands of organizations in all industries improve business agility, employee productivity and customer loyalty. Avanade combines the collective business, technical and industry expertise of its worldwide network of experts with the rigor of an industrialized delivery model to provide high quality solutions using proven and emerging technologies with flexible deployment models–on premises, cloud-based or outsourced. Avanade, which is majority owned by Accenture, was founded in 2000 by Accenture LLP and Microsoft Corporation and has 23,000 professionals in more than 20 countries. Additional information can be found at www.avanade.com.

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