

Case Study- WebApp Design and Development

Streamlined Booking & Management System for Tour Operators

A seamless booking platform for tour operators that boosted efficiency, accuracy, and customer satisfaction with smart compatibility and one-step transactions.

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About the client:

Jenssen is a prominent passenger transport company headquartered in Norway, renowned for its expertise in the charter bus industry. With a strong presence in Oslo, Akershus, and the Eastern Norway region, Jenssen has built a solid reputation for reliable and high-quality transportation services. As part of its growth strategy, the company is rapidly expanding its transit routes and now offers comprehensive tours across Europe, catering to diverse travel needs.

Beyond transportation, Jenssen serves as a key partner for tour operators, providing an advanced platform to streamline and manage tour bookings. This platform simplifies the planning process, ensuring efficient coordination and seamless travel experiences for clients.

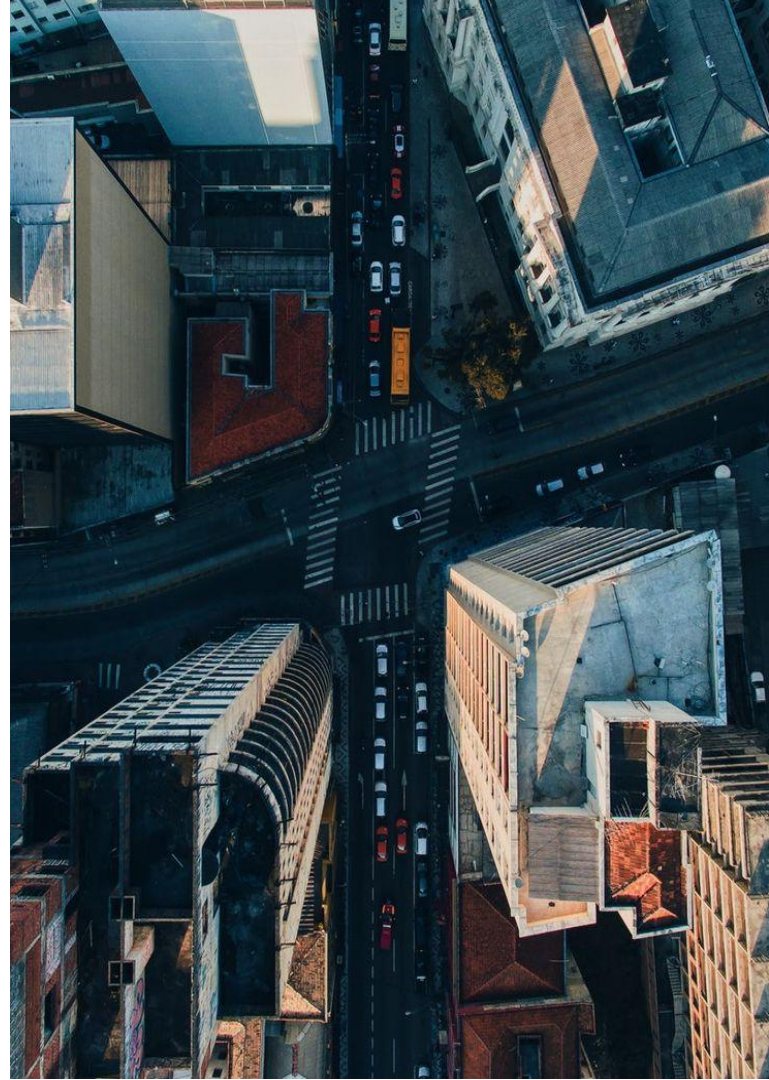
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Business Challenges & Needs

- 1. Disjoint Systems for Administration and Operations:**
The organization currently relies on separate, disjointed systems for company administration and tour operator management.
- 2. Drivers Lack Self-Login Information Access:**
The drivers which form an important part of the whole journey currently have no platform to independently access necessary information.
- 3. NO Customer-Centric Booking App:**
There is no customer-centric mobile app for booking and viewing reservations on smart devices.
- 4. Unclear User Roles Complicate Access Permissions:**
Undefined user roles make it challenging to manage access permissions in the current system.

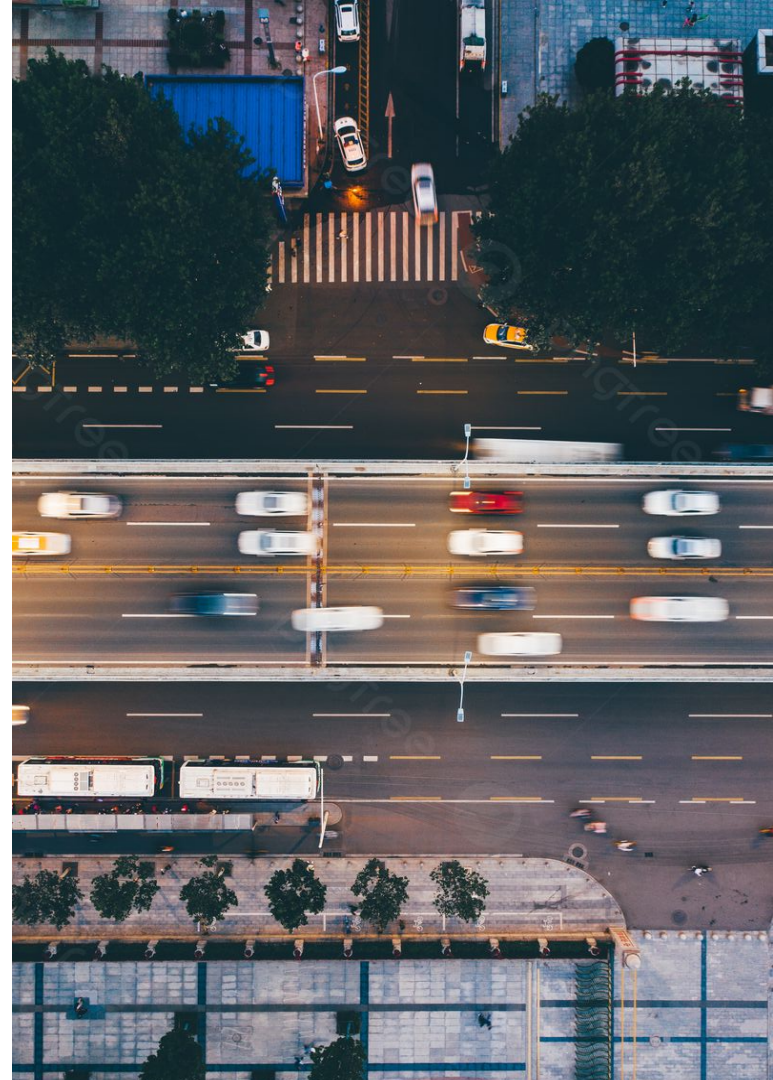


Solution Offered:

1. Clear Roles for Admins, Operators and Drivers
2. Web Application with role based access
3. Customer- friendly mobile app features
4. Driver mobile app for self-login and info

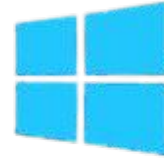
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Tech Solution:

To achieve these goals, the following technology stack was implemented:

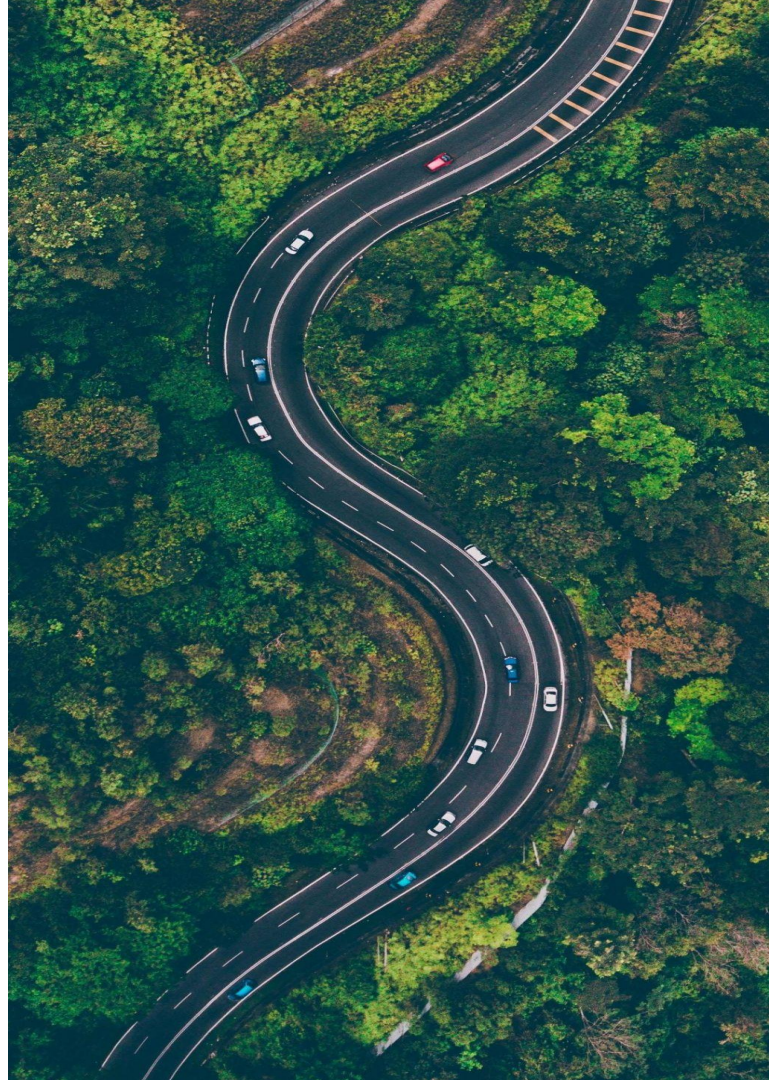


Value Delivered:

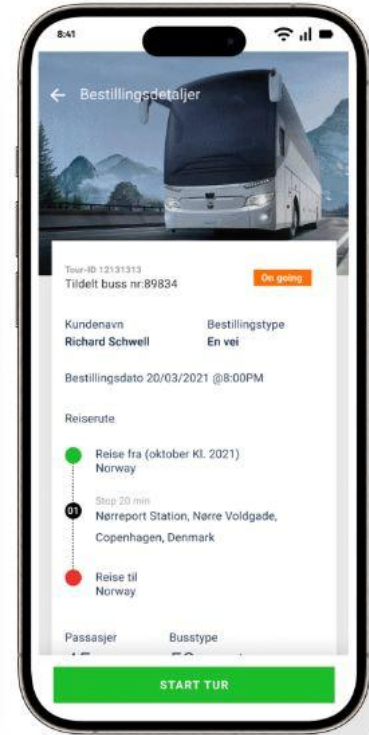
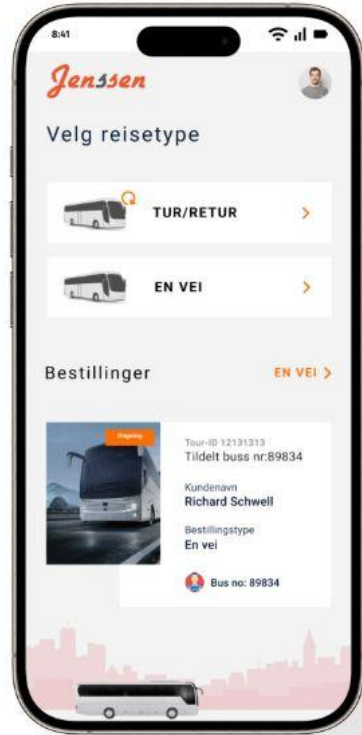
1. The system helps the tour operators with Booking management, Inventory management, Driver management
2. The application is now available on smart devices which has increased the traffic inflow
3. With one system catering to all the users in the process, real time updation and upkeep of the data is possible automatically
4. The payment gateway integration allows for the completion of the booking process in one go
5. The new system offers a seamless end-to-end solution, replacing the inefficiencies of the previous multi-system approach.
6. Basic reporting and analytics has provided with important business insights to all the stakeholders

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Mobile UI:



THANKYOU!

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