

Aufait



# Case Study



Integrated Mobile Application framework for Airlines

## Client Profile

Customer is the flagship carrier in APAC and an Official 4 Star Airline. The airline has witnessed massive growth and has played a major role in making the region an important traffic hub in the Middle East, supporting the commercial, industrial and tourism sectors.

## Challenges

Creating a comprehensive mobile app for an Airline service provider is quite a challenge in many aspects. Since an Airline depends on a multitude of third party vendors and solutions for its core operations, bringing every such solution onto one seamless platform to provide a unified customer experience is a hectic job. This emphasizes the need for impeccable planning, regular productive interactions with the vendors, learning and adapting different standards, complying with different technology platforms not to mention the user experience and other factors like security, maintainability and performance.

## Aufait Solution

Our mobile application framework plays a crucial role in building a comprehensive Customer Touchpoint System, our future strategy. We recommend Airlines a “mobile first” strategy to engage a customer and project mobile app as a primary touch point for an enhanced customer experience. The categorized list of features that follows will allow Airlines to envision the various capabilities of using a mobile app to accelerate their services.

## Benefits

We have successfully integrated and developed following features which are presently undergoing a major revamp in terms of consuming the extended web-services for a seamless and faster user interaction.

- Book a Flight.
- Flight Status.
- Check-in.
- Flight Schedule.
- Frequent Flier System and Mobile Membership Card.

We have witnessed an immediate spike of mobile users, with an initial launch of our mobile application, which we strongly believe will get better with our revamp and long term strategy to bring out a successful product.

## About Aufait

Since 2003, Aufait has built an enviable reputation as an expert in enterprise portal, web and mobile applications. Over the past decade, we have delivered highly effective enterprise IT solutions and services to our clients from various verticals including Airlines, Oil & Gas and more.

Our profound commitment to our clients' goals, long-term relationships and time bound delivery of projects with budget precision were instrumental in earning credibility and customer loyalty with repeat business.

We understand that today's business environment is ever changing and challenging. In order to succeed, it has become mandatory for enterprises to transform their processes

and people. By partnering with Aufait, you are assured to achieve transformation and gain competitive advantage.