Wholesales-flights.com

website & innovative call-center

+ sales support system

(completed project, now supported by WaveAccess)

The project was created for a private investor.

Problem Statement:

Investor planned to build an innovative ticket sales website integrated with sales support system (call center). This system must capture all the information about site visitors and ticket buyers (calls, inquiries, contacts, etc.). An important part of the system is a detailed informative report containing information about the lead sources – search, engines, websites, newsletters, social networks, etc. It was necessary to clearly understand where certain customer came from and how much did it cost.

In addition, sales support system must be capable for sales agents to work with it and to put all the information about the current status (including reminders to call the customer and many other features).

Vendor Search

The investor had a list of requirements to the vendor. Great importance was the qualification of developers because the launch of the system was planned after the first iteration, so the unfinished system that includes a few features, was to be used. In addition, further development should not harm the work of the project.

Also very important was the vendor's possibility to promptly respond to error messages and to fix it, even at nighttime. And also the customer relied on reasonable vendor's pricing policy.

Why WaveAccess?

As often happens, WaveAccess was recommended to the investor by his partner.

The client was impressed by highly qualified developers, by great portfolio of Java projects, by rapid response to customer's requirements, by prompt correction of errors regardless on day of week and time of day, and by quite acceptable prices.

Work stages

1. Requirements capture and work plan development
According to the plan, system and the website should be created in parallel. When the site and the system will maintain a minimum set of functions, sales agents will work with them and future updates will include amendments from the agents.

2. Design and functionality of the future site
WaveAccess designers created unobtrusive design for the new site. It does not distract the user from the most important - the search form and a contact telephone number, but it is quite pleasant and does not

irritate the eye even after a long stay on the site.

Search form on the main page of the site wholesale-flights.com

Large noticeable buttons of integration with social networks - an important design feature.

The site uses all the modern ways to attract customers, and the sales support system evaluates the effectiveness of this ways.

3. Call center and CRM system implementation to support >50 live agents
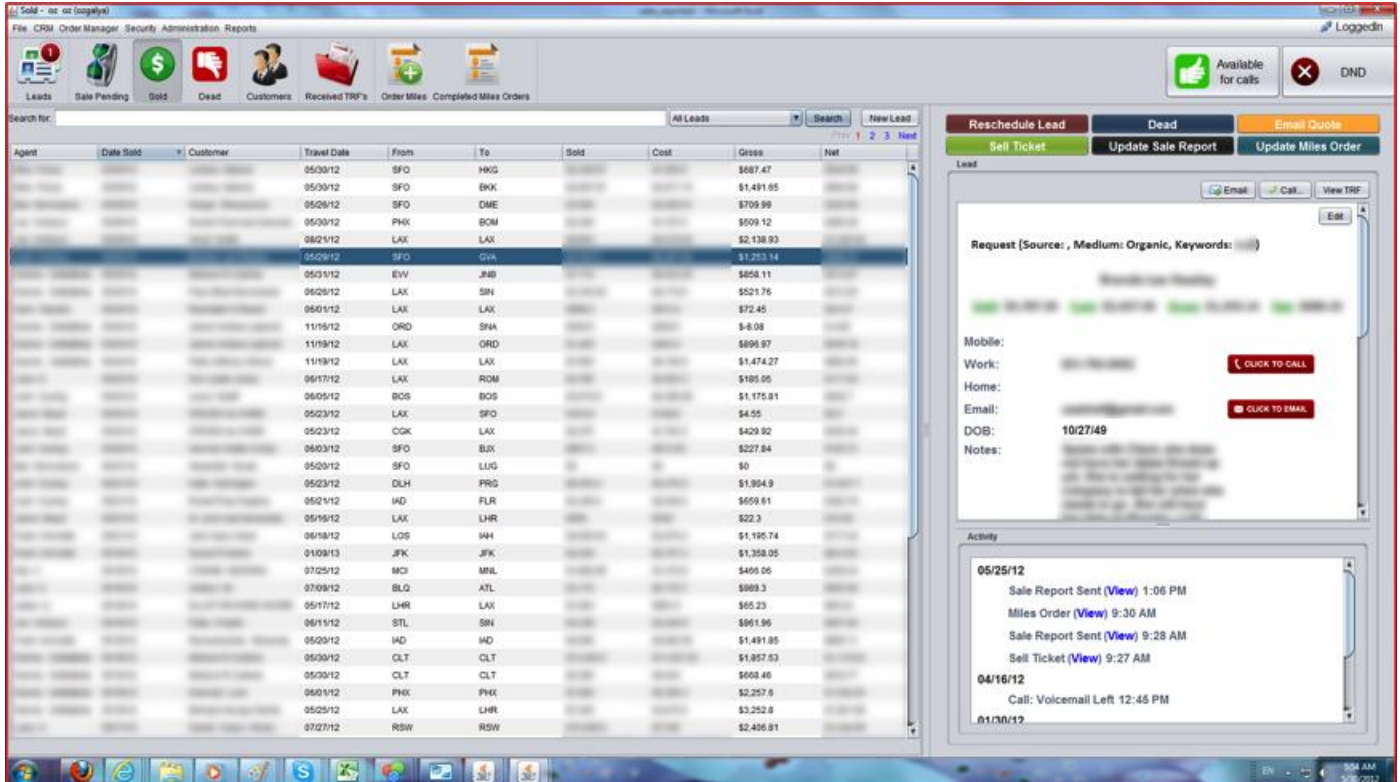
Primary functionality of the system is to intercept asterisk calls to link data between sale stages: initial call, follow-ups, invoicing and billing.

This system consists of:
    1) Desktop client (GUI):
        a. Security system (basic authentication with connection between every customer and his agent) management;
        b. User management;
        c. Call-center client;
        d. CRM features:
            i. Customer management;

ii. Opportunity / Lead management;

iii. Task (scheduling for agents) management;

e. Call history (call tracking) management;

f. Order (invoice) management;

g. Analytics report generation;

Wholesale-flights call-center user interface

2) Enterprise Application:

h. Database connectivity;

i. Asterisk connectivity with dial manager (not used in the last version);

j. "Heavy Data" preprocessing and postprocessing;

k. Tickets search engine client;

l. Analytics system;

m. Ordering system and payment gateway integration (Authorize.Net);

n. Accounting system integration;

o. Mailing system;

p. Affiliates system integration

4. Getting started with the agents. Resolution of difficulties with search id

Initially, to track the effectiveness of the site, it shows a personal number (search id) to each customer, and sales agents asked customers to call id. However, users often confused and forgot their id, while search id registration was very important to keep track of where the client has come.

As a solution to this problem WaveAccess introduced a new feature - now instead of one common telephone number the site shows to each client its individual phone number to communicate with the sales agent. In this case, the client no longer needs to tell the search id, because the system considers all the information automatically according to the customer's unique phone number.

5. Exploitation and support of the sales system

New features appear in the system progressively, it is constantly in operation and therefore quickly adjusted to the requirements of sales agents. Great attention paid to the usability of the system and the site.

6. Introduction of the new reporting system

Among implemented system features we note advanced reports that allow to see where certain client came from (what a search engine, keywords, what the site page, type of advertising, etc.). Thus, it becomes clear how much did it cost to attract the customer who made a purchase, and what is the net profit from that customer.

7. System support. New features on demand.

WaveAccess continues to introduce new features on demand. Among the recent introductions there is, for example, creating a pattern landing pages for promotions. Now creating of a new page with the offer does not require a lot of time and participation of the designer and developer. Any sales agent can put into a template all the necessary information about the promotional offer and create the page.

Technologies

JavaSE, Swing, Concurrent, JavaEE, GlassFish, Enterprise Application Server, EJB, CORBA, JPA + Hibernate (MySQL), Metro, Asterisk Manager Java API

The Final Result

Now the project is supported by WaveAccess. Periodically we add new features on demand. Website and sales support system operate stably, a few dozen sales agents work with it. Every day site sells tickets to airports worldwide. AD optimized and cost was reduced at 50% with same sales performance. Wholesale-flights.com is popular in social networks: more than 5 000 readers in Twitter, more than 27000 likes on Facebook, etc.

Advanced reporting system allows to use only effective promotional channels to attract new customers.

**If you need to develop a similar project, please write us
hello@wave-access.com**