

Case Study: Gateway Stream

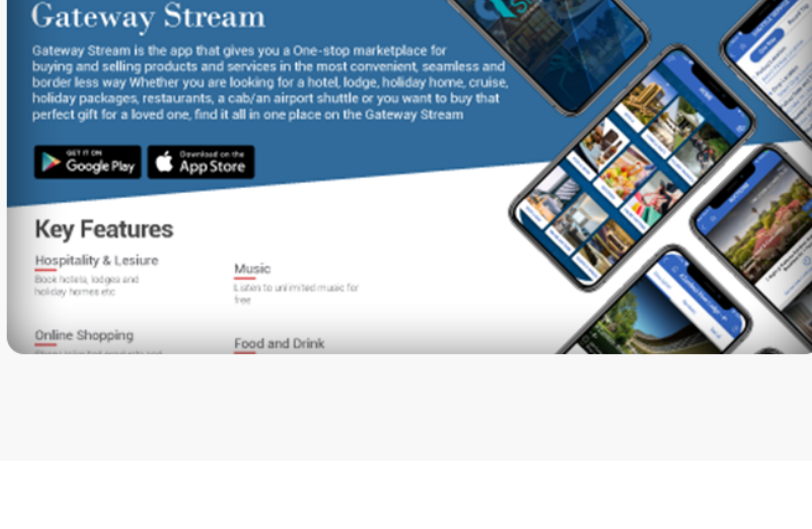
Gateway Stream is a popular multi-faceted platform that caters to e-commerce, hotel-booking, event-booking, food delivery, transport and more. The client initially came for a hotel booking website and ended up getting an app with multiple modules and we currently provide the support and maintenance of the apps.

Avg. reading time: 2 min

Project Overview

- Rainbow Tourism Group wanted that its platform would give its customers a seamless experience of availing multiple services that the business offered
- The client is a leading Zimbabwe-based tourism platform where tourists and citizens visiting across the country can avail a wide range of services conveniently

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Client Background

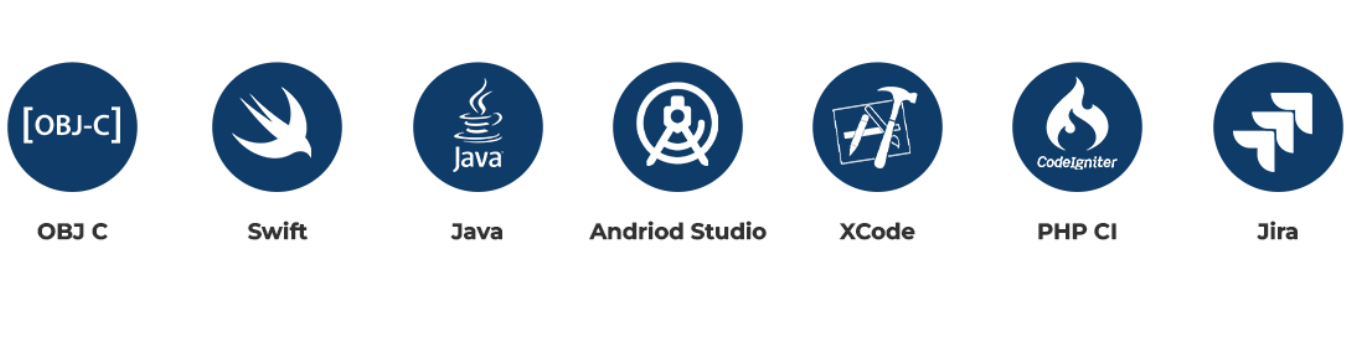
- Rainbow Tourism Group (RTG) is primarily involved with hotel and venue booking and wanted to expand its services to groceries, music, travel booking, insurance and more
- The business aimed at streamlining all its hotel and venue bookings with a completely automated database system that would help it track and streamline day-to-day operations



Challenges

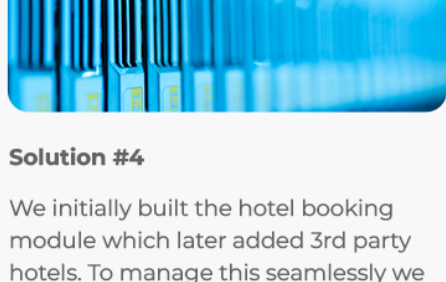
- The client did not have a clear scope of work so we had to implement modules that could easily plug and play in different changing scenarios
- There was an issue with the contemporary payment gateway that the client suggested however, it was not as secure as the others
- Multiple modules such as grocery delivery, hotel and venue booking, online liquor, cab booking and many others had to be included
- The client wanted to have an automated database built from scratch to get access to all updated business information and track daily operational data in a single dashboard

Technology Stack used

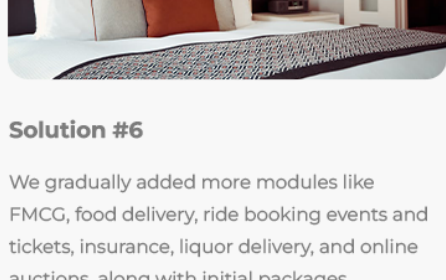


The Solution Provided

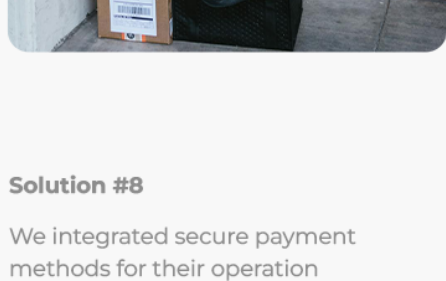
Solution #2
Our team offered complete end-to-end server support



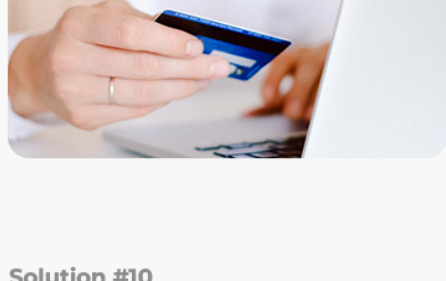
Solution #4
We initially built the hotel booking module which later added 3rd party hotels. To manage this seamlessly we also built an effective backend portal



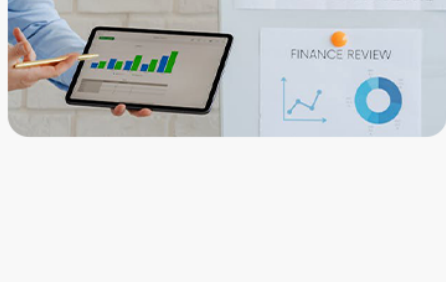
Solution #6
We gradually added more modules like FMCG, food delivery, ride booking events and tickets, insurance, liquor delivery, and online auctions, along with initial packages



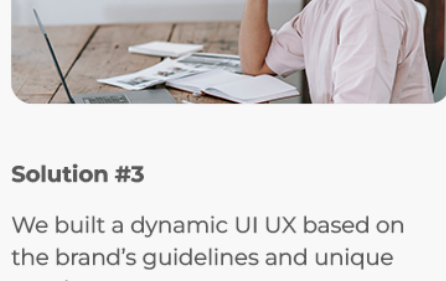
Solution #8
We integrated secure payment methods for their operation



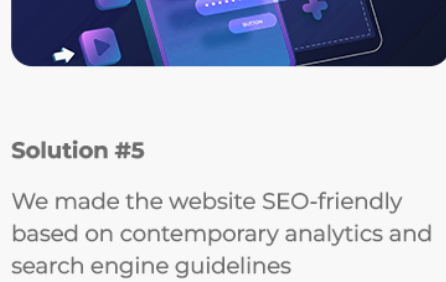
Solution #10
The client wanted a dashboard where custom real-time data is reflected



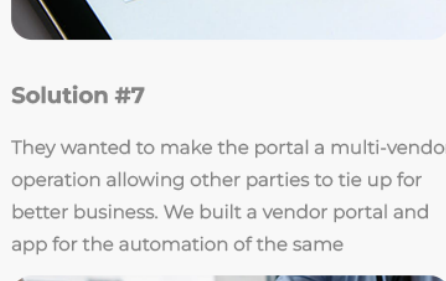
Solution #1
We provided consultation based on the scope of work



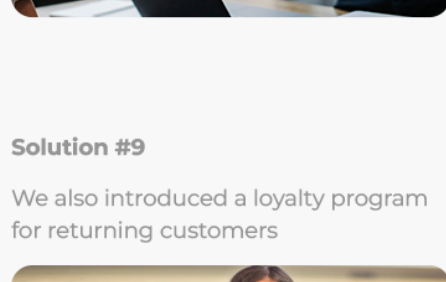
Solution #3
We built a dynamic UI UX based on the brand's guidelines and unique requirements



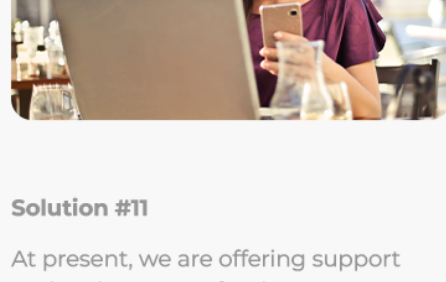
Solution #5
We made the website SEO-friendly based on contemporary analytics and search engine guidelines



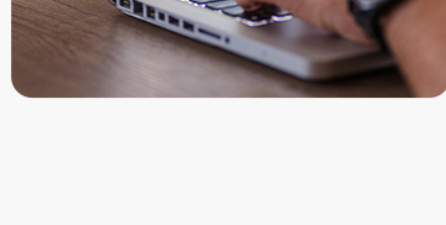
Solution #7
They wanted to make the portal a multi-vendor operation allowing other parties to tie up for better business. We built a vendor portal and app for the automation of the same



Solution #9
We also introduced a loyalty program for returning customers

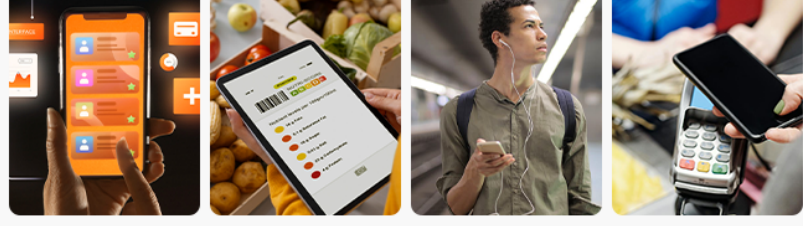


Solution #11
At present, we are offering support and maintenance for the current application as well.



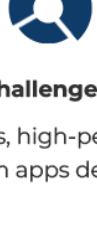
Key Features and Benefits

- The users now have an all-in-one app where they can fulfill all their requirements when they are traveling through the country
- Users can easily find the best hotel deals as per their budget or access to e-commerce features to buy groceries, gifts and other items
- Tourists and travelers have a unified platform where they can also listen to music and buy insurance
- A highly secure payment gateway that supported multiple online payment modes

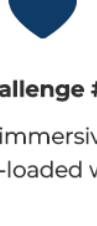


The results

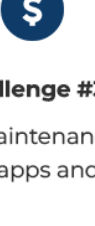
- We added multiple modules like online grocery and liquor booking, venue booking, online insurance, cab booking, online auctions, package delivery and more
- We built a custom solution for the brand keeping in mind the unique and specific brand requirements, brand guidelines, customer demographic and more
- We developed mobile apps for the brand's operational efficiency (vendor, partner, delivery)
- Our team developed a smooth and attractive UI/UX for the brand's platform for superior 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



Challenge #1
3 world-class, high-performing and smooth apps developed



Challenge #2
1 fully-immersive and feature-loaded website



Challenge #3
Ongoing maintenance for the developed apps and website

What Client said...

"I'm impressed by their commitment to customer success."

Isheanusu Makambira
Technical Services Manager,
Rainbow Tourism Group



Conclusion

The upgraded app is now catering to the requirements of many customers across Zimbabwe efficiently. This has helped to increase the brand's business and core revenue

- Increase in operational efficiency as this app acts as a unified platform allowing customers access to many services and offering
- Higher customer satisfaction with the newly developed apps and website offering fresh features, and additional services
- The Agile development process used helped make the process nimble, faster, more efficient and cost-effective
- Diversification as the app could be used easily across multiple devices without any technical glitch
- The hotels that tied up with Rainbow Tourism Group also witnessed a significant surge in revenue, footfall, and overall popularity



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