easyJet websites now offer Holiday Packages in multiple languages

IVIS Professional Services internationalise websites to offer multi-language support to enhance customer experience

case study

Background

Established in 1995, easyJet is Europe's leading low-fares airline and its popularity has soared over the years due to its affordable ticket prices and impressive customer service. Based at London's Luton Airport, it currently operates domestic and international scheduled services on close to 400 routes throughout Europe and carries over 40 million passengers a year.

There is cutthroat competition in the tourism marketplace and organisations need to make full use of all their channels to reach out to customers. In addition to developing marketing strategies for their offline channels, airlines and travel agencies are competing with each other to build up strong online marketing strategies to develop customer-centric websites that attract customers and generate sales.

In addition to flights, Holiday Packages enable airlines to generate extra revenue from their partnerships with providers of ancillary services such as car rentals, hotels and insurance. easyJet offers two types of online holiday packages. The first type is found on easyjet.com and is termed 'Dynamic Packaging,' which involves selling customers holiday packages in separate parts i.e. flight and hotel bookings are offered and charged separately to customers.

The second type is offered on holidays.easyjet.com and is termed 'Opaque Packaging,' which treats the holiday as a single package where any customer search yields flights and hotel results for a single price.

Business Challenge

easyJet realised that in order to maintain consistent branding and stay ahead of competition, it needed to be aggressively creative and offer rich features on its websites to ensure optimum customer experience.

Although easyjet.com offered multi-language support for flights, the same was not true for holiday packages. easyJet wanted to internationalise its websites to offer holiday packages in multiple languages to customers to enhance customer experience and increase market share.

Solution – IVIS Professional Services

For this project, IVIS Group provided easyJet with a team of expert technology consultants and developers to work alongside easyJet's team and assist them in understanding and implementing process improvement changes. IVIS Group performed an in-depth review of easyJet's websites and worked collaboratively with the in-house team to review and understand its online processes.

IVIS Group's developers created and documented a set of best practices that easyJet developers could follow when implementing localisation in Microsoft

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.NET for future projects. They also created a Local Resource Utility tool which simplified the process of preparing files for translation, either on new sites or when updating existing sites.

Multi-language support features were added on the *easyjet.com* and *holidays. easyjet.com* websites whereby customers can now buy dynamic and opaque holiday packages in Dutch, French, German, Italian and Spanish.

Through the hotel provider Hotelopia, the easyjet.com site, which offers dynamic packaging, used to check for availability of hotels once the flight options were selected, and offered the customers a chance to book hotels for the number of nights they wished to spend in the destination country. With IVIS Group's solution, this important feature can now be carried out in multiple languages. IVIS Group's team also added multi-language support to *holidays.easyjet.com* site, which offers opaque packaging.

Customers can now buy flights and holiday packages on *easyjet.com* and *holidays.easyjet.com* in six different languages.

Business Benefits

easyJet websites now emanate an 'internationalised' experience as they offer flights and holiday packages in multiple languages. This has allowed easyJet to reach out to a broad spectrum of potential customers from Holland, France, Germany, Italy and Spain. It has also benefited from:

• Improved customer experience

• Improved visibility on the net

• Feature-rich, easy-to-use websites

• Higher search engine rankings

• Significantly higher revenue for holiday packages

Colin Rees, Head of Software Delivery at easyJet commented, "IVIS Group's business focussed approach, high standard of professional services, and depth of technical expertise make it a great organisation to work with. IVIS Group has delivered solutions under very tight deadlines and has added great value to our business."

He further said, "We chose IVIS Group because of its multi-channel expertise, its ability to understand and view the multi-channel landscape from a customer's perspective and their depth of development capability. We are very pleased with the services IVIS Group has provided."

Qusai Sarraf, CEO of IVIS Group commented, "We are very pleased to have added value to easyJet's business through the provision of IVIS Professional Services. This has further strengthened our reputation in the marketplace as a leading provider of multi-channel services."

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