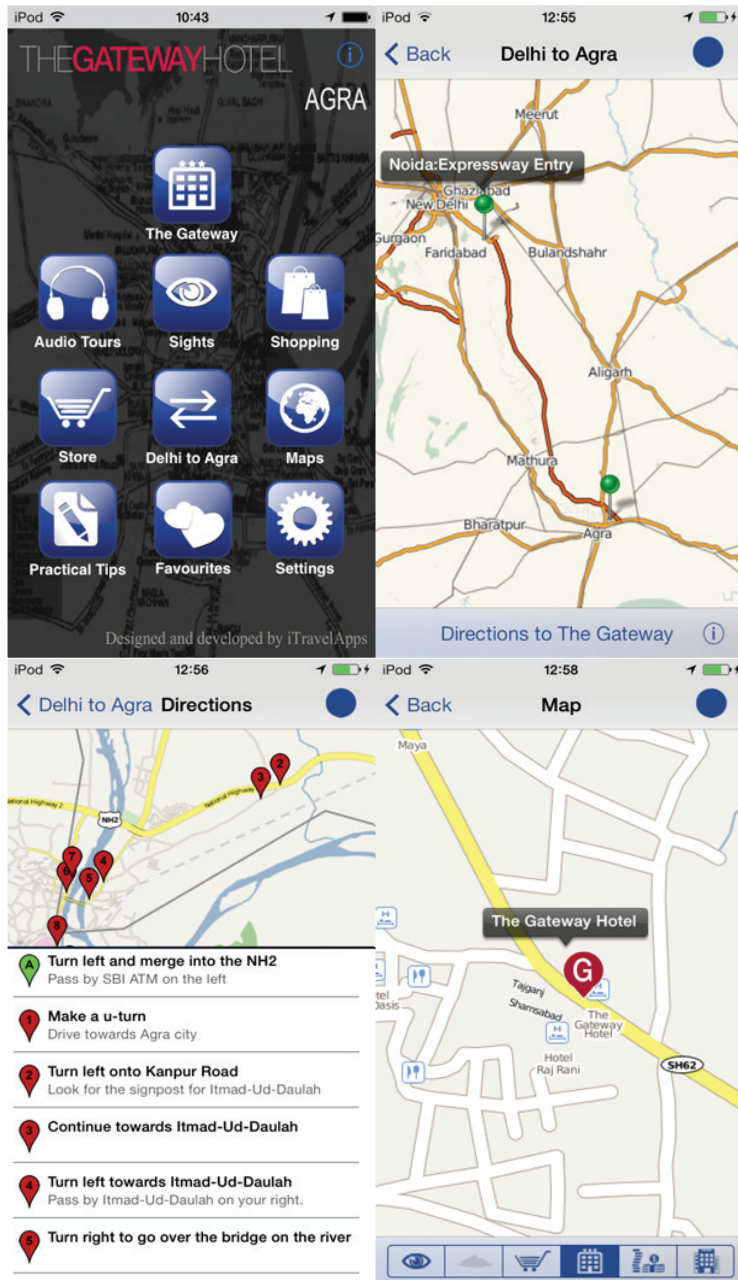


iTajGateway Case Study : Solving the navigation problem



Challenges

The Gateway Hotel, Agra was facing the following problems:

1. The front desk was spending a lot of time guiding the guests on how to reach hotel.
2. The guests were overwhelmed by the crowd on the road and the lack of infrastructure in the city.
3. The guests were left with a very negative first impression of the city.

Solution

Analysis

1. Almost 90% of the guests of the hotel carry smartphone.
2. However only 10% have international data roaming or 3G facility when they travel to Agra.
3. Hence the solution needed to be working without any WIFI or internet connection.

Apply

FourQuarters came up with a solution which was reliable and inexpensive.

1. The B2C app for Agra, iTajPlus was customized to provide navigation to reach the Hotel.
2. The navigation used GPS and worked completely offline i.e. no Wi-Fi or internet connection required.
3. The guests could find the hotel by simply turning the map facility on in the app.

Results

1. The customers reach hotel on time.
2. Front desk could now focus more on administrative and logistical work.
3. Customers got access to a comprehensive app which contains almost all important information about Agra and the hotel in particular.
4. Overall the App iTajGateway made customers of the hotel very HAPPY!!!