

case study

redesign travelport corporate website



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murrige online strategies

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Primary Objective

Travelport had recently acquired the Worldspan GDS system, which resulted in the need to combine four disparate web sites into one global corporate site. Simultaneously, we were tasked with rolling out approximately 40 regional/country websites for Travelport's regional marketing offices.

“ Travelport contracted with Meaghan Burrige during a critical website redesign project. She was instrumental in assisting us with the creation and launch of many Travelport.com regional/country sites. Her dedication and ability to quickly master the content management system allowed us to successfully roll-out the sites, while meeting aggressive timelines. ”

challenges

- Volume of content.
- Designing a global approach that catered to the different requirements of each country and region.
- Ensuring that content would be regularly updated and consistent across the globe after launch.

results

- Regional sites were implemented successfully and bring value today to the applicable markets

reference

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email marketing plan



Primary Objective

To develop an effective, targeted email approach to customers' communication with regard to information on products, support and service.

“The new strategy and approach enabled us to easily segment and engage our users with relevant messages. It also enabled us to improve the customer experience with timely, relevant emails that delivered highly targeted messages.”

challenges

- Targeting recipients with highly relevant content.
- Quantifying email marketing ROI.
- Improving email deliverability by ensuring legitimate emails weren't perceived as spam.
- Lack of an effective email strategy.
- Inadequate staffing resources.

results

- Significant increases in 'open' rates.
- Significant increases in 'forward' rates.
- Significant decreases in 'bounce' rates.
- Streamlined process of email campaign distribution.
- Using campaign statistical analysis we were able to identify the success of email campaigns.

reference

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case study

redesign travelport's “agent of the future” website

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Primary Objective

Develop a customer-focused website which promotes the ‘Agent of the Future’ program by giving visitors quick and easy access to key information about the program.

“Meaghan took a challenging redesign brief with a number of specifications and turned it into an effective, clean and user friendly design. Especially impressive was the well thought out way in which the website layout matched the way in which users would look for information on our website. Meaghan’s has an uncanny ability to think from a customers perspective as well as her end client. Her attitude is always can-do so she’s a pleasure to work with. I wouldn’t hesitate to recommend Meaghan and her services for any website development project, no matter how complicated or demanding.”

challenges

- The new website functionality was restricted to the existing CMS platform.
- Resourcing was limited so enhancements had to be easy to maintain and sustainable in the long term.

results

- ✓ Increased user satisfaction and confidence in the website due to easy access to the most common student and teacher queries.
- ✓ Reported increased awareness and promotion of the Agent of the Future program.



<http://support.travelport.com/AOTF>

reference

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