AnyVisa website

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# About AnyVisa

## Our company

We specialise in travel visa procurement acting as a middleman between an embassy and an applicant.

## Our services

Our database of visa requirements reduces the time needed to check if someone requires a visa to a particular destination, what the retirements are to obtain one, and provides instructions on application process.

We aim to provide individual applicants and their travel organisers with complete information in a unified form across all destination. Thus, AnyVisa must provide a set of tools that reduces time and effort needed to obtain a visa.

## Our customers

We serve small and medium size businesses based in the U.K. whose staff travel abroad and travel agents serving similar companies. For some destinations we serve mainly individual travellers, which make up about 10% of our total customer base.

# Objectives / functions of the website

We want to focus on implementation of the following three main functions for our website: order placement streamline, sales assistance and customer retention/locking.

## Order streamline

The website must:

* Clearly show what is required for a particular order by distilling visa requirements to a customer’s unique situation (nationality, destination, travel type)
* Present them with available service options
* Guide customers through available additional services (such as passport renewal, photo editing/printing, obtaining visa invitation etc.)
* Take payments from customers
* Let them know next steps

Currently this is done through a tone of manual work - emails and templates, which causes inefficient workflows within the company and waste of our resources. The website should present a centralized solution for our customers to prepare their documents in the way that will help us improve our efficiency and service.

We also want to implement pricing tiers for various customers. For instance, general public will be given standard prices, while corporate customers are given negotiated discounted prices upon login.

## Sales assistance

We divide sales functions in two main categories – acquiring new business/customers and upselling additional services to existing customers when they place orders.

### Acquiring new business

We want the website to have a section that will help our sales process. This does not necessarily mean SEO unless it can be done without significant harm to the simplicity of order process. The website should provide our potential customers a glance overview of our service, our technology and how these can benefit their business. We see this through such pages (with screenshots where appropriate) as customer testimonials, solutions overview, technology overview etc.

### Upselling

This involves simple things such as links/notifications on services that can be added to the currently used service. For example, we provide a link to our passport renewal section whenever a passport is a requirement. This functionality is especially effective during customer’s research of visa requirements and order placement.

### Corporate customer tools

When we sign up a corporate customer we struggle to help the management to notify their employees about the new supplier/service available to them. Therefore, it is critical to us that we have a set of some tools for business customers to achieve that.

Such tools can be:

* An HTML widget that can be embedded into the customer’s intranet (examples can be found on [VisaHQ](https://www.visahq.co.uk/get_widget.php) and [CIBT](http://cibtvisas.co.uk/travel-visa-widget-demo))
* Extended version of the above widget that can connect with our CRM and provide customers with the following features:
  + Quick search if a visa is required for a destination/traveler nationality/type of travel combination; and
  + Detailed response, where you can run a check against a created earlier traveler profile and see if that person needs a visa or already have one valid for the selected destination
* Some sort of email notifications that can be send by one employee to another within the company
* Some sort of bookmark notification when customer visits our website

## APIs and deep integration

For some customers, e.g. travel management companies, we can provide even deeper integration where they can plug our service into their service. Possible scenario for this would be – quick check if one needs a visa for a destination when they try to purchase a flight or book a hotel.

## Customer locking

This can be achieved through capturing customer’s order details and personal information, its secure storage and re-usage for repeating orders. This includes:

* Passport details and copies
* Photo files
* Copies of application materials
* Copies of granted visas
* Invoice copies
* Home and work addresses / questionnaires for online visa forms

As well as providing our customers with better service and this will lock them in - after they invest certain level of effort and time into building blocks of such information on our files, it will be harder for them to leave for another supplier.

## Order tracking facility

The customers should be provided with order tracking facility. This system should cater to two different categories of clients: actual applicants and their travel organisers.

The main difference between the two types is that an applicant only has access to their own orders, while one organiser can have access to orders placed by many applicants they are looking after.

There must be some sort of filtering and sorting options as well as access to the historical data.

This could also be the place where copies of invoices are retrieved.

## Ease of website management / maintenance challenges

The main problem we have with the existing website is that we have to manually manage vast amount of static pages. Our goal of providing customers with database of customized to particular situation visa requirements drives us to not so easily manageable amount of information. For example, visa requirements, service options, cost and processing time for one **travel destination**, will vary based on **nationality** of the applicant and **type of travel**. Therefore, one country as a destination may require us covering tens or hundreds of available options. For instance, our current website has 400 static pages covering tourist and business visa requirements for all travels of all nationalities to China only.

One possible solution we see is that instead of creating 400 manually maintained static pages, we could create a database of relations between travel destinations, nationality and travel types, which should be easy to maintain. Thus, addition of a document requirement for a group of nationality for specific visa can be easily solved by linking that requirement to an item on nationality list and another item on destinations list. In our understanding, a visa can be managed as a product grouped in catalogues so there should be some sort of catalogue management tools that will provide us with what we need.

Also, we should have some sort of sorting, filtering ability on the list of these possible combinations in the database of travel destinations, nationality and travel types. This will make the maintenance even easier.

# IT tools already employed

Here is the list of currently employed by AnyVisa technologies:

* Office 365 subscriptions for email and intranet (SharePoint)
* Integromat – scenario generating tool
* Cognita Form – web tool for creation of the specific forms
* Xero - accounting software (provides integrations into third party software through a set of APIs)
* Payment Express – online merchant solution for charging customer cards
* Custom build CRM for keeping customer’s records, historical orders

## CRM – current solution and our vision

The current CRM has stuck in the development stage. We have already been using it for some time and have accumulated vast amount of customer information in it. Its main purpose for now is to hold the following informant about our customers:

* Applicants’ information (personal details, passport details, address, service and communication preferences, etc)
* Corporate customer information (companies that employ the above people)
* Order information (all about visas/orders we process for our applicants/corporate customers)

We see the CRM to be our information hub, which will serve as a backbone for the other IT tools to hook up to. For instance, the CRM could host the database of visa requirements (product catalogue), customer passport scans and other personal details, prices and visa cost, which all then can be pulled into the website. By doing so we could achieve a simple way to manage the masses of information we must work with.

The CRM is written in JavaScript (front end) and MySQL in the back end. This is an on-premises solution. We think that we might have to consider developing of the entirely new CRM which might be a part of the website itself.

# Look & feel and scalability

We want the website to take on our main brand identity and theme (only three colors used – white background, orange headers and grey/black text). We don't think that heavy graphics will be needed at all. In the end of the day, our main purpose is to unify a vast amount of information on visas and present it to the customer in a simple way. The website should be scalable to large screens (desktops), as well as tablets and smartphones.

# International version and white-labeling

This is not a priority, but is a way forward we are considering the future. The idea is that we can develop some sort of a platform and add partner companies in other countries to provide large businesses with a global solution. The customer will be using our website to place orders with local “service providers” – our local partners – with whom we will be sharing the handling fee.

Also, let other companies such as travel management companies to embed our website into theirs to provide seamless integration of our services. For example, during booking of travel arrangements travellers could quickly find out if they need a visa and order one.

# Useful examples

The following website can be taken as an example of what we see a close enough example of our vision for the most part of the project.

<http://cibtvisas.co.uk>

<https://www.visahq.co.uk>

<http://www.travisa.co.uk>

<https://visaswift.com>

<https://regentvisas.com>

# Budget and timing

The above is the ultimate goal for the website. We will be working within a tight budget to determine which of the options will make it into the “final release”.

We would love to see a tired addition of services to the main functionality of the website. The main functionality being:

* Order streamline
* Sales assistance
* Customer locking
* Order tracking facility
* Ease of website management

This method, if possible, will give us great flexibility with development timeframe.