

Case study: Book & Board (B&B) 'Book & Board (B&B)' is a high street travel agency doing business since 1975. They have four branches across UK and a headquarter in London. Most of their business processes have been traditional; they advertise offers in papers and their shops, people walk in and explore their options. 'B&B' offers three types of services; travel plans, travel and hotel packages and complete holiday packages (hotels, flights, car rentals, insurance etc.). Currently, they seek and negotiate offers with airlines and hotels in specific destinations. Presently, customers are offered discounts using membership cards. When a customer comes in to book a holiday, the staff member takes all information for new customers and record it in an excel sheet or find the customer details using their contact details. The staff then records customer preferences, when they want to travel, where they want to go, how much they want to spend, do they want flights only or flights and hotel. Staff provides the customer with options on the spot and they can also contact the customers over phone if suitable offers becomes available later. From the internal business management perspective, at the end of every quarter all the four branches send their sales data (recorded in an excel sheet) to the Accounts Manager (AM), the AM combines individual records and sends a quarterly analysis report to all branches. They are looking to transition to the digital world and take their business online. Initially, they want to have a website which shows current offers or bestselling offers. The website also shows the branch locations and contacting options to customers. Customers can access the website on phones, tablets and bigger screens. A staff member in London manages the content for the website. Later on, they want a web application where customers can create accounts. Accounts store the customer contact details and details of any previous packages booked. Customers should also be able to search flights and hotels. Search results can be viewed with a variety of filtering options, for example, price, travel time, flight stops and so on. Available flights and hotels are stored in a database (or a file). In the next phase they want to be able to sell packages and manage payments through the website. They also want to pull information from comparison sites and directly from airlines and hotels. Customer accounts should be extended with options to subscribe for relevant offers. Finally, 'B&B' also wants to extend their online presence to integrate with social media platforms and run advertisement campaigns on social media platforms like, Facebook and Twitter.