

Proposal for Web Development and CRM Integration for Hapai Travel Agency

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1 Abstract

This proposal describes the creation of a website for Hapai's Travel Agency that will be integrated with a Customer Relationship Management (CRM) system. The goal was to increase interaction with customers and simplify company operations. The proposal includes a comprehensive customer lifecycle analysis. It reviews the stages of customer awareness, consideration, purchase, retention, and advocacy. In addition, the proposal examines four types of customer engagement including emotional, contextual, facilitative and social engagement. It highlighting their importance and providing examples. In addition, the proposal looked at three competitor websites and selected

Salesforce as the customer relationship management system, justifying this choice in terms of customisation, scalability and integration capabilities. The website development process was detailed. It includes requirements analysis, design, development, testing, deployment, and maintenance.

2 Introduction

Hapai Travel Agency is a newly established travel agency offering many travel-related services in New Zealand and Australia. It provides clients with a personalised and impressive travel experience. These services include booking accommodation in many places such as hotels, resorts and campervans. Transport logistics, including flights, car hire and airport transfers, are co-ordinated for the convenience of clients. Sightseeing tours are designed to match the interests of travellers and are facilitated by local guides for an honest experience. The agency offers a fully comprehensive travel insurance programme that covers many risks and also provides expert advice on destinations, schedules and budgets. It also helps with travel documents, including visa applications and passport renewals.

3 Customer Relationship Management

3.1 Customer Lifecycle Analysis

A detailed analysis of the customer lifecycle specific to Hapai Travel Agency encompasses the following phases:

3.1.1 Awareness

It is a very important stage in the customer lifecycle because it sets the stage for following interactions. Building brand awareness involves many marketing strategies including advertisements, public relations, and social media marketing. These strategies help in capturing the attention of potential customers and introducing branded products. In the case of tourism, brand awareness creation can be effectively achieved through the use of visually appealing advertisements, strategic partnerships with influence persons, and participation in travel trade fairs and exhibitions [1].

During this phase, potential customers learn about Hapai Travel Agency through many ways like search engines, ads, referrals, reviews, or word-of-mouth recommendations. A strong brand presence, engaging content and strategic advertising campaigns are important to capture attention and develop initial interest. Awareness is the starting stage of building a relationship with a potential customer [2].

3.1.2 Consideration

The consideration stage is where potential customers collect information and compare a number of options. It is argued that providing comprehensive and transparent information is a key factor in influencing customers at this stage. Customers are likely to consider things such as quality of service, price and reviews from existing customers. The accessibility and clarity of this information can have a big impact on the decision-making process [1] [3].

During the consideration stage, the potential customer will evaluate Hapai's products in comparing with competitors' products. It is most important to provide detailed information about the services offered, show customer ratings and stress competitive pricing to influence the potential customer's decision making process. The use of comparison charts and customer reviews will be effective at this stage [4].

3.1.3 Purchase

The purchase stage is important as it turns a potential customer into an actual customer. The ease of the booking process and the reliability of the payment method used are key elements in determining customer satisfaction. An efficient booking system reduces the possibility of shopping cart abandonment and increases the chance of completing the purchase. In addition, providing on-time confirmations and clear communication during the entire booking process can also improve the overall customer experience [2].

The purchase stage covers the customer's booking of travel services through Hapai's website. Smooth and user-friendly booking processes, secure payment options and on-time confirmations are key elements that enable a positive purchasing experience. It is logical to think that the booking platform is highly responsive to customer satisfaction by ensuring that it is intuitive and reliable [5].

3.1.4 Retention

Customer retention is important if a business is to become successful in the long term. Building solid relationships with current customers through personalised communications and loyalty programmes. Customer retention is usually more efficient than getting new customers in a cost-effective way. In addition, loyal customers are likely to spend more over time. Putting in place personalised follow-ups and using exclusive offers drives a feelings of value and appreciation in customers. It encourages them to continue to use the service [6].

The concept of customer retention is to maintain customer loyalty by providing excellent service, personalised follow up and unique offers. Putting in place a loyalty programme motivates customers to make repeat bookings and also encourages long-term relationship. Regular communication such as newsletters and personalised offers are useful in keeping customers engaged and also lead to repeat bookings for future travel needs as well.

3.1.5 Advocacy

Client advocacy is a highly productive marketing tool that attracts new clients by taking advantage of the positive experiences of existing clients. Word-of-mouth recommendations and letters of recommendation are trusted by consumers and can strongly influence purchasing decisions. Creating opportunities for satisfied customers to share their experiences can extend the reach and the trust of a brand [7].

Satisfied customers become promoters of company, and spread the positive experiences they have had to others. Seeking reviews, recommendations and introductions helps to gain new customers. Advocacy is a very useful form of marketing because personal recommendations are often more persuasive than traditional advertisements [8].

3.2 Types of Customer Engagement

3.2.1 Emotional Engagement

Build a strong emotional connection with the customers by offering a personalised experience and good customer service. This method is proven to develop customer loyalty and improve the overall customer experience.

Emotional engagement has been proven to have a big impact on customer loyalty. An emotional link between a client and a company can increase client satisfaction and loyalty. This connection is usually built through the application of personalised interactions and the offering of great customer service. Customers who are emotionally engaged have been shown to be very possible to make repeat purchases and recommend the brand to others, thereby contributing to the long-term success of the organisation [9].

Research has shown that emotional engagement in the tourism industry can improve the customer experience and increase loyalty. Researchers have highlighted the importance of seizing customers' emotions and customising experiences to generate customer engagement. By meeting customers' emotional needs, businesses can create positive interactions [10].

3.2.2 Contextual Engagement

By providing a on-time and relevant information based on the customer's current situation, this type of engagement makes sure that a company provides customers with valuable and relevant information that can improve their total experience.

In the age of digital, contextual engagement is becoming more and more important because customers always look for real-time, relevant information. Contextual engagement can increase customer satisfaction. It not only provides content which is usually personalised but also offers that

are aligned with the customer's current needs and situation. This methodology makes companies able to stand out in a crowded marketplace [11].

Providing contextual information such as real-time weather updates and location-based recommendations can improve the travelling experience significantly. By providing customers with on-time, relevant information, travel agents can help them make informed decisions and ensure a smooth trip.

3.2.3 Convenient Engagement

Convenient engagement make sure it is ease to access and simple to interact with coustomers, such as user-friendly website navigation and smooth booking processes. This type of engagement is important to customer satisfaction and loyalty becuase it reduce misunderstanding and makes sure the customer journey is as smooth as possible.

Easy engagement is an important role in customer satisfaction and loyalty. A user-friendly website that is easy to navigate. It offers a smooth booking process which can greatly increase customer satisfaction and make repeat business.

Convenience is an important determinant of customer loyalty in the online travel industry. It is reasonable to think that if customers find its convenient to search and book travel services. They are more likely to return to the same platform for next bookings. Therefore, companies must give priority of convenience if they want to build and maintain long-lasting relationships with their customers [12].

3.2.4 Social Engagement

The promotion of customer interaction and community building through social media platforms, forums, and user-generated content. This helps the formation of a community of brand advocates and the use of social proof.

Social engagement is key element of modern marketing strategies. It is examined that the potential benefits and challenges of social media engagement. It highlights its capacity to forster solid customer relationships and foster brand loyalty. The creation of engaging content and the encouragement of user engagement can improve business's online presence and attract many audience [13].

Social media engagement can clearly effect customer perceptions and behaviours. By engaging with customers on social media platforms, businesses can foster a sense of community and provide positive word-of-mouth. Furthermore, the incorporation of user-generated content, such as reviews and recommendation, can also increase the credibility and trustworthiness of a business.

3.3 Competitor Website Examination

A detailed examination of the features of three competitors- Flight Centre, Expedia and Booking.com is presented below.

3.3.1 Flight Centre

Feature 1: Multi-city Booking Options

Flight Centre offers a multi-city booking feature which makes it easy for travellers to plan complex trips and book multiple destinations at once. Benefits of this feature include The feature offers a easy booking process for multi-destination trips, thereby making it very attractive to customers who are planning complex trips. One of these disadvantages has been easily found that is management of multiple bookings can be complicated and requires strong back-office support to ensure that it is easy co-ordinated.

Feature 2: Promotional Offers

The website prominently features various sales and promotional deals, such as the "Big Red Sale," which offers significant discounts on flights, holidays, and tours. The benefits of this feature include: The company attracts customers who are price-sensitive by offering attractive discounts and special deals. One of these disadvantages is the overuse of sales promotions may result in a perceived reduction in the value of the services offered, unless managed carefully.

3.3.2 Expedia

Feature 1: Member Rates and Rewards

Expedia offers member-only pricing and a rewards scheme called OneKeyCash that offers discounts and cash back on future bookings to motivate repeat bookings. Benefits of membership include the programme encourages customer loyalty by providing solid benefits to repeat customers and creates a feeling of ownership for members. Potential disadvantage is a high investment in rewards management would be required. Because it may be challenging to achieve the long-term sustainability of the programme without affecting the bottom line.

Feature 2: Integrated Holiday Packages

Expedia is good at offering packages that include flights, hotels and car rentals in a package, often at a discounted rate compared to booking them individually. Benefits of this approach include This strategy targets customers looking for a comprehensive travel solution and eases the booking process by offering a single package that includes all the necessary parts. One potential disadvantage

is the difficulty of managing the quality and standard of the bundled services. It is particularly difficult to ensure that all parts of the package meet the expectations of the client.

3.3.3 Booking.com

Feature 1: Wide range of accommodation options

Booking.com offers many accommodation options. it includes hotels and resorts, also more specific options such as flats and villas. The various options meet the different needs and interests of its customers. Advantages of this service include the various accommodation options offered by the company is attractive to a large customer base. It meets the needs of different tastes and budgets. Possible disadvantages of this option are that the large number of hotels to choose from. It can be too much for some customers to choose. It is also difficult to make an last decision without the necessary filtering and sorting tools.

Feature 2: User Reviews and Ratings

The website provides detailed user reviews and accommodation ratings. It helps customers make smart decisions based on previous accommodation experiences. The benefits of this feature include providing real feedback from actual customers. It helps to increase the trust in the information provided. It in turn helps to improve the decision-making process. Potential Disadvantages include the presence of negative reviews may put off potential customers. it can be resource intensive to manage and respond to reviews.

3.4 CRM Selection and Justification

3.4.1 Selection of CRM

The Salesforce CRM system is selected as the optimal solution for the Hapai Travel Agency.

3.4.2 Justification of CRM

Customer Lifecycle Management

Salesforce increases customer retention and advocacy. It is fully tracking and managing the whole customer lifecycle from the initial asking to post-travel follow up. The software provides tools to manage customer interactions. It also provides automated follow-ups, and personalised communications. They are important for maintaining customer relationships [14].

Customization and Scalability

Salesforce provides many customisation options and scalability. It can easily adapt to Hapai's

changing needs and growth plans. Salesforce can adapt to new requirements without a major disruption as long as Hapai expands its needs. This flexibility is important for growing organisations which looks to grow their business in an organised way [15].

Integration Capabilities

Salesforce integrates smoothly with many applications and tools. It is important for travel agents who need to manage bookings effectively as well as customer interactions, and marketing activities. Integrations with booking engines, email marketing platforms and social media channels allow for a common approach to manage customers and marketing [16].

Future Development

Salesforce's continuous updates and renewals make sure that Hapai will have the benefit of the latest CRM technology and features. The platform focuses on creativity. It allows Hapai to maintain its ability to compete in the marketplace by providing it with consistent access to cutting-edge tools and functions [17].

4 Web Development Process

4.1 Requirements Analysis

4.1.1 Business Use Case

Draw the detailed business needs and use cases for the website. It includes getting to know the needs of various stakeholders, such as customers, travel agents and administrators. It also includes determining how the website will meet those needs. For example, customers need an easy booking system, but travel agents need productive tools to manage bookings and customer interactions.

4.1.2 Sequence Diagram

Sequence diagrams are designed to map the interactions between users and the system. It helps to visualise the user idea. And also It identifies the main touch points in which interactions take place. Sequence diagrams provide a clear view of the stream of activities. It can make sure all user interactions to be considered during the development process.

4.2 Design

4.2.1 UI Design

Design an intuitive and user-friendly user interface. The design should focus on improving the user experience by providing a clean, easy-to-navigate interface. Some important features include

a responsive layout, clear call-to-action buttons, and an ordered structure. It is able to guide the user smoothly through the booking process.

4.2.2 System Use Case

Define system use cases to some detailed function requirements. It helps to know the function of the system and how it interacts with users. Use cases should cover all major functions such as user registration, booking management, payment processing and customer support.

4.2.3 Database Design

Design the database plan to support the website's function. It includes designing tables, relationships, and data integrity constraints. A database with a well structure can make it is efficient for data retrieval and store. It supports many operations in the website.

4.2.4 Development Diagram

Develop diagrams to overview the structrues and components of the system. It provides a high-level overview of the system's structure. It also shows how different components interact with each other. Diagrams such as component diagrams and deployment diagrams can help in understanding the system's design and its perform.

4.2.5 Test Plan

Develop a full test plan to make sure that all areas of the site are fully tested. This includes defining test cases, scenarios and expected results for all features. Testing ensures that the website works as it should and provides a reliable user experience.

4.3 Development

4.3.1 Functionalities Implementation

Development of core functions such as booking systems, user accounts and payment processing. This involves coding and integrating the many functions needed for the website. Making sure each feature works together with others smoothly is essential for a consistent user experience.

4.3.2 Physical Database Implementation

Design pattern based implementation of physical databases. This includes creating tables, setting up relationships and ensuring data integrity. The database should be organised in a way. It should be functionally optimised to effectively support the operation of the website.

4.3.3 UI Development

Develop the front-end interface based on the UI design. This involves many steps such as using web technologies like HTML, CSS, and JavaScript to build an interactive user experience. The front-end should be responsive. It is able to provide a good experience across different devices and screen sizes.

4.3.4 Unit Testing

Unit testing of individual components. This helps to recognise and fix bugs early in the development process. Unit testing helps in the general stability of the system. It confirms that each component is working properly in a state of isolation.

4.3.5 Integration Testing

Perform integration testing to make sure that all parts work together smoothly. This ensures that the system works as a total package. Different components do not interact with each other in a way that causes problems. Integration testing is very important to verify the overall functions of the website.

4.4 Testing

Document the results of system testing. This includes any problems found and how they were resolved. It helps ensure that the system meets the requirements as defined. A full test report provides insight into the reliability and readiness of the system for deployment.

4.5 Deployment

Deploy the website to a production environment. This ensures all systems are working properly. It includes setting up servers, configuring domains and making sure security measures are in place. Deployment should be planned carefully to minimize the amount of downtime. And it is also in order to ensure a smooth transition to a live environment.

4.6 Maintenance

Plan for ongoing maintenance. It keeps the website updated and functioning smoothly. This includes regular updates, bug fixes, and performance improvement. Ongoing maintenance ensures that the website continues to meet user needs and remains secure against emerging threats.

5 Conclusion

5.1 Summary of Key Points

This proposal overviews the development of a website with an integrated Customer Relationship Management (CRM) system for Hapai Travel Agency. The proposal included a customer lifecycle analysis, a review of customer engagement types, a comparative analysis of competitor websites, selection of a CRM system, and a web development process. The use of Salesforce CRM and following the delineated web development process will enable Hapai to improve customer engagement, simplify operations, and grow the business.

5.2 Final Recommendations

The use of Salesforce CRM and following the outlined web development process will help improve customer engagement, simplify operations. It leads to business growth for Hapai's travel agency. By making emotional and convenient engagement a priority, Hapai Travel Agency can build strong and lasting relationships with customers.

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