**Proposal for Web Development and CRM Integration for Hapai Travel Agency**

**Abstract**

This proposal outlines the development of a website integrated with a Customer Relationship Management (CRM) system for Hapai Travel Agency. The objective is to enhance customer engagement and streamline operations. The proposal includes a comprehensive customer lifecycle analysis, which reviews phases such as awareness, consideration, purchase, retention, and advocacy. Additionally, it examines four types of customer engagement—emotional, contextual, convenient, and social—highlighting their importance and providing examples. Furthermore, the proposal examines competitor websites, selects Salesforce as the CRM system, and justifies this choice based on customisation, scalability, and integration capabilities. The web development process is detailed, covering requirements analysis, design, development, testing, deployment, and maintenance. Implementing Salesforce CRM and following the outlined web development process will enable Hapai Travel Agency to build strong customer relationships, enhance user experiences, and achieve business growth.

**1. Introduction**

**A brief introduction to Hapai Travel Agency**

Hapai Travel Agency is a recently established travel agency offering a comprehensive range of travel-related services in New Zealand and Australia. These services include the booking of accommodations, the arrangement of transportation, the organisation of sightseeing tours, the provision of travel insurance, the offering of expert travel advice, and the handling of travel-related paperwork such as visa applications and passport renewals. The agency's objective is to deliver personalised and memorable travel experiences to its customers, ensuring convenience and satisfaction at every step of their journey.

**An Overview of the Services Offered by Hapai Travel Agency**

Hapai Travel Agency provides a comprehensive range of services to ensure a seamless travel experience. Accommodation reservations are facilitated across a range of establishments, including hotels, resorts, and campervans, with special deals made available through exclusive partnerships. Transportation logistics, including flights, car rentals, and airport transfers, are coordinated for the convenience of the customer. Sightseeing tours are designed to align with the interests of travellers, with the assistance of local guides who facilitate authentic experiences. Comprehensive travel insurance plans are available to cover various risks, and expert advice is offered on destinations, itineraries, and budgets. Assistance with travel documentation, such as visa applications and passport renewals, ensures that all necessary paperwork is completed accurately and submitted in a timely manner.

**2. Part A: Customer Relationship Management**

**2.1 Customer Lifecycle Analysis**

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

**Awareness**

In this phase, potential customers become aware of Hapai Travel Agency through marketing efforts, social media presence, and word-of-mouth referrals. A strong brand presence, engaging content, and strategic advertising campaigns are essential to attract attention and create initial interest. Awareness is the initial stage in the formation of a relationship with potential customers.

It is a crucial phase in the customer lifecycle, as it establishes the foundation for subsequent interactions. According to Kotler and Keller (2016), creating brand awareness involves various marketing strategies, including advertising, public relations, and social media marketing. These strategies facilitate the capture of potential customers' attention and the introduction of the brand's offerings. In the context of the travel industry, the creation of brand awareness can be effectively achieved through the use of visually appealing advertisements, the establishment of strategic partnerships with influential figures, and the participation in travel fairs and exhibitions.

**Consideration**

During the consideration phase, potential customers evaluate Hapai's offerings in comparison to those of competitors. It is of the utmost importance to provide detailed information about the services on offer, to showcase customer reviews and to highlight competitive pricing in order to influence the decision-making process of potential customers. The use of comparison charts and customer testimonials can be effective in this phase.

The consideration phase is the period during which potential customers gather information and compare options. Chaffey and Ellis-Chadwick (2019) posit that the provision of comprehensive and transparent information is a pivotal factor in influencing customers during this stage. It is probable that customers will consider factors such as the quality of the service, the price, and the reviews of previous customers. The accessibility and clarity of this information can have a significant impact on the decision-making process.

**Purchase**

The purchase phase involves customers booking their travel services through Hapai. A seamless and user-friendly booking process, secure payment options, and prompt confirmation are critical factors that contribute to a positive purchase experience. It can be reasonably assumed that ensuring the booking platform is intuitive and reliable will significantly enhance customer satisfaction.

The purchase phase is of paramount importance, as it converts potential customers into actual customers. As posited by Brown and Venkatesh (2015), the simplicity of the booking process and the reliability of the payment methods employed are key determinants of customer satisfaction. An efficient booking system reduces the likelihood of cart abandonment and increases the probability of completing the purchase. Furthermore, the provision of prompt confirmation and clear communication throughout the booking process can enhance the overall customer experience.

**Retention**

The concept of retention is concerned with the maintenance of customer loyalty through the provision of excellent service, personalised follow-ups and exclusive offers. The implementation of a loyalty programme can serve to incentivise repeat bookings and encourage the formation of long-term relationships. Regular communication, such as newsletters and personalised offers, serves to maintain customer engagement and encourage repeat bookings for future travel needs.

It is of paramount importance to retain customers if a business is to achieve long-term success. Gallo (2014) emphasises the importance of fostering strong relationships with existing customers through personalised communication and loyalty programmes. It is often more cost-effective to retain customers than to acquire new ones. Furthermore, it is probable that loyal customers will spend more over time. The implementation of personalized follow-ups and exclusive offers can facilitate a sense of value and appreciation among customers, thereby encouraging continued utilization of the service.

**Advocacy**

Satisfied customers act as advocates for Hapai, disseminating their positive experiences to others. The solicitation of reviews, testimonials, and referrals can facilitate the acquisition of new customers. Advocacy represents a highly effective form of marketing, as personal recommendations often carry greater persuasive power than traditional advertising.

Customer advocacy represents a highly effective marketing tool that leverages the positive experiences of existing customers to attract new ones. As Smith and Zook (2016) posit, word-of-mouth referrals and testimonials are highly trusted by consumers and can significantly influence purchasing decisions. The creation of opportunities for satisfied customers to share their experiences can serve to amplify the brand's reach and credibility.

**2.2 Types of Customer Engagement**

A review of four types of customer engagement relevant to Hapai:

**Emotional Engagement**

The creation of a profound emotional bond with customers through the provision of tailored experiences and exemplary customer service. This approach has been demonstrated to foster loyalty and enhance the overall customer experience.

It has been demonstrated that emotional engagement has a significant impact on customer loyalty. As demonstrated by Khatibi and Zekavat (2019), emotional connections between customers and brands can result in enhanced levels of customer satisfaction and loyalty. Such connections are frequently established through the implementation of personalised interactions and the delivery of exceptional customer service. It can be demonstrated that emotionally engaged customers are more likely to make repeat purchases and recommend the brand to others, thereby contributing to long-term business success.

A study by Hudson et al. (2015) demonstrated that emotional engagement in the tourism industry can enhance customer experiences and drive loyalty. The researchers emphasised the significance of grasping customer emotions and devising personalised experiences that resonate with them. By addressing customers' emotional needs, businesses can create memorable and positive interactions that encourage repeat visits.

**Contextual Engagement**

The provision of pertinent and timely information based on the customer’s current situation or context. This type of engagement ensures that customers receive valuable and pertinent information that enhances their overall experience.

In the digital age, contextual engagement is becoming increasingly important, as customers expect real-time, relevant information. Liu and Shrum (2019) posit that contextual engagement can enhance customer satisfaction by providing personalised content and offers that align with the customer's current needs and circumstances. This approach enables businesses to differentiate themselves in a crowded market by offering a more tailored and responsive experience.

A study by Hwang and Fesenmaier (2012) demonstrated that the provision of contextual information, such as real-time weather updates and location-based recommendations, can significantly enhance the travel experience. By furnishing customers with timely and pertinent information, travel agencies can assist them in making well-informed decisions and ensuring a more seamless journey.

**Convenient Engagement**

This engagement type ensures ease of access and simplicity in interactions, such as user-friendly website navigation and seamless booking processes. This engagement type is of paramount importance for customer satisfaction and retention, as it minimises friction and ensures the customer journey is as smooth as possible.

Convenient engagement is a significant factor in customer satisfaction and loyalty. Brown and Venkatesh (2015) emphasise the significance of website usability in fostering a positive customer experience. A user-friendly website that is easy to navigate and provides seamless booking processes can significantly enhance customer satisfaction and drive repeat business.

Jiang et al. (2016) found that convenience is a significant factor in determining customer loyalty in the online travel industry. It can be reasonably assumed that customers who find it easy to search for and book travel services are more likely to return to the same platform for future bookings. Consequently, businesses must prioritise convenience if they are to establish and maintain long-lasting relationships with their customers.

**Social Engagement**

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

Social engagement is a crucial element of contemporary marketing strategies. In their 2010 publication, Kaplan and Haenlein examine the potential benefits and challenges of social media engagement, emphasizing its capacity to cultivate robust customer relationships and foster brand loyalty. The creation of engaging content and the encouragement of user participation can enhance a business's online presence and attract a broader audience.

A study by Hudson and Thal (2013) demonstrated that social media engagement can significantly impact customer perceptions and behaviours. By engaging with customers on social media platforms, businesses can foster a sense of community and encourage positive word-of-mouth. Furthermore, the incorporation of user-generated content, such as reviews and testimonials, can also enhance the credibility and trustworthiness of a business.

**2.3 Competitor Website Examination**

A detailed examination of the features of three competitors is presented below.

**Flight Centre**

**Feature 1: Multi-city Booking Options**

Flight Centre offers a multi-city booking feature that allows travellers to plan complex itineraries with ease, enabling them to book multiple destinations in one go.

The benefits of this feature include: The feature attracts customers planning elaborate trips by simplifying the booking process for multi-destination travel.

The following are the identified drawbacks: The management of multiple bookings can be complex and requires robust backend support to ensure seamless coordination.

**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.

The following drawbacks have been identified: The overuse of sales promotions may result in a perceived reduction in the value of the services offered, unless managed carefully.

**Expedia**

**Feature 1: Member Prices and Rewards**

Expedia offers exclusive member prices and a rewards program called OneKeyCash, which serves to incentivize repeat bookings and loyalty by providing discounts and cashback on future bookings.

The benefits of membership include: The programme encourages customer loyalty by offering tangible benefits for repeat business and creating a sense of exclusivity for members.

The following are potential drawbacks: A significant investment in rewards management is required, and the long-term sustainability of such a programme can be challenging to achieve without impacting profitability.

**Feature 2: Comprehensive Vacation Packages**

Expedia excels in offering bundled vacation packages that include flights, hotels, and car rentals, often at discounted rates compared to booking separately.

The benefits of this approach include: This strategy attracts customers seeking comprehensive travel solutions and simplifies the booking process by offering a single package encompassing all necessary components.

The following are potential drawbacks: The difficulty of managing the quality and standards of bundled services, particularly in ensuring that all components meet the expectations of customers.

**Booking.com**

**Feature 1: Wide Range of Accommodation Options**

Booking.com offers a comprehensive range of accommodation options, including hotels and resorts, as well as more distinctive choices such as apartments and villas. This diverse selection caters to the diverse preferences of its customers.

The benefits of this service include: The company's diverse range of accommodation options appeals to a broad customer base, catering to varying tastes and budgets.

The following are some of the potential drawbacks of this approach: The sheer number of options available can be overwhelming for some customers, making it challenging to make an informed decision without the necessary filters and sorting tools.

**Feature 2: User Reviews and Ratings**

The website features detailed user reviews and ratings for accommodations, which assist customers in making informed decisions based on previous guests' experiences.

The benefits of this feature include: The provision of authentic feedback from actual customers serves to enhance the credibility of the information presented and thus facilitates the decision-making process.

The following are potential drawbacks: The presence of negative reviews can dissuade potential customers, and the management and response to reviews can be resource-intensive.

**2.4 CRM Selection and Justification**

**Selection of CRM**

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

**Justification of CRM**

**Customer Lifecycle Management**

Salesforce enables comprehensive tracking and management of the entire customer lifecycle, from initial inquiry to post-travel follow-up, thereby enhancing customer retention and advocacy. The software provides tools for managing customer interactions, automating follow-ups, and personalising communication, which are crucial for maintaining customer relationships.

**Customization and Scalability**

Salesforce's comprehensive customisation options and scalability ensure that it can adapt to Hapai's evolving needs and growth plans. As Hapai expands and its requirements evolve, Salesforce can be adapted to meet new demands without significant disruption. This flexibility is of paramount importance for a growing business seeking to expand its operations in an orderly manner.

**Integration Capabilities**

Salesforce integrates seamlessly with various third-party applications and tools, which is crucial for a travel agency that needs to manage bookings, customer interactions, and marketing campaigns effectively. Integration with booking engines, email marketing platforms, and social media channels allows for a unified approach to customer management and marketing.

**Future Development**

Salesforce's continuous innovation and updates ensure that Hapai will benefit from the latest CRM technologies and features. The platform's dedication to innovation ensures that Hapai will consistently have access to cutting-edge tools and functionalities, thereby maintaining its competitive edge in the market.

**3. Part B: Web Development Process**

**3.1 Requirements Analysis**

**Business Use Case**

Define specific business requirements and use cases for the website. This includes understanding the needs of various stakeholders such as customers, travel agents, and administrators, and defining how the website will address these needs. For instance, customers need an intuitive booking system, while travel agents require efficient tools to manage bookings and customer interactions .

**Sequence Diagram**

Develop sequence diagrams to map out the interactions between users and the system. This helps in visualizing the user journey and identifying key touchpoints where interactions occur. Sequence diagrams provide a clear view of the flow of activities, ensuring that all user interactions are accounted for in the development process.

**3.2 Design**

**UI Design**

Create user interface designs that are intuitive and user-friendly. The design should focus on enhancing the user experience by providing a clean, easy-to-navigate interface. Key elements include a responsive layout, clear call-to-action buttons, and an organized structure that guides users through the booking process smoothly .

**System Use Case**

Define system use cases to specify functional requirements. This helps in understanding the system's capabilities and how it will interact with users. Use cases should cover all primary functionalities such as user registration, booking management, payment processing, and customer support.

**Database Design**

Design the database schema to support the website’s functionalities. This includes defining tables, relationships, and data integrity constraints. A well-structured database ensures efficient data retrieval and storage, supporting the various operations of the website .

**Development Diagram**

Develop diagrams to outline the architecture and components of the system. This provides a high-level overview of the system's structure, illustrating 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 implementation.

**Test Plan**

Create a comprehensive test plan to ensure all aspects of the website are tested thoroughly. This includes defining test cases, scenarios, and expected outcomes for various functionalities. Testing ensures that the website operates as intended and provides a reliable user experience.

**3.3 Development**

**Functionalities Implementation**

Develop core functionalities such as booking systems, user accounts, and payment processing. This involves coding and integrating various features required for the website. Ensuring that each functionality works seamlessly with others is crucial for a cohesive user experience .

**Physical Database Implementation**

Implement the physical database based on the design schema. This includes creating tables, setting up relationships, and ensuring data integrity. The database should be optimized for performance, supporting the website's operations efficiently .

**UI Development**

Develop the front-end interface according to the UI design. This involves using web technologies like HTML, CSS, and JavaScript to create an interactive user experience. The front-end should be responsive, providing a consistent experience across different devices and screen sizes .

**Unit Testing**

Conduct unit tests on individual components. This helps in identifying and fixing bugs early in the development process. Unit testing ensures that each component functions correctly in isolation, contributing to the overall stability of the system .

**Integration Testing**

Perform integration testing to ensure that all components work together seamlessly. This ensures that the system functions as a whole and that interactions between different components do not cause issues. Integration testing is critical for validating the overall functionality of the website .

**3.4 Testing**

**System Testing Report**

Document the results of system testing, including any issues found and how they were resolved. This helps in ensuring that the system meets the defined requirements. A thorough testing report provides insights into the system's reliability and readiness for deployment .

**3.5 Deployment**

Deploy the website to a production environment, ensuring all systems are operational. This includes setting up servers, configuring domains, and ensuring security measures are in place. Deployment should be carefully planned to minimize downtime and ensure a smooth transition to the live environment .

**3.6 Maintenance**

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

**4. Conclusion**

**Summary of Key Points**

The proposal outlined the development of a website with an integrated customer relationship management (CRM) system for Hapai Travel Agency. The proposal encompassed customer lifecycle analysis, the delineation of customer engagement types, a comparative analysis of competitor websites, the selection of a CRM system, and the web development process. The implementation of Salesforce CRM and adherence to the delineated web development process will enable Hapai to enhance customer engagement, streamline operations, and achieve business growth.

**Final Recommendations**

The implementation of Salesforce CRM and adherence to the outlined web development process will facilitate the enhancement of customer engagement, the streamlining of operations, and the achievement of business growth by Hapai Travel Agency. By prioritising emotional and convenient engagement, Hapai can cultivate robust and enduring relationships with customers while offering a seamless and enjoyable user experience.

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