

Mobile innovation driving sales results

An established global vacation ownership resorts and fractional-residential properties company, that provides privileged access to over 1,100 hotels and resorts in nearly 100 countries, identified an opportunity to enhance a virtual vacation property touring app for customers. This came as part of a commitment to better leverage digital technologies and transform both its business and customer experience.

In addition to providing a virtual, graphic-driven tour of its properties, the company wanted to collect data on “touring customers” and its salespeople who showcased properties. The existing app was unable to track key sales data such as salesperson’s use of the iPad app or which customers were presented with which property tours. There was also the need to integrate this data with the company CRM, Salesforce.com, to better share and utilize this information to improve the sales process and drive revenue.

It was difficult to effectively enhance and maintain the existing virtual touring app because it was built in competing frameworks, Backbone.js and AngularJS. As a result, the company sought a trusted outsourced development partner that could re-write the app.

The customer chose to work with Catalyte because Catalyte had successfully developed and delivered other innovative apps for the customer, Catalyte had extensive experience in iOS8, Bootstrap and responsive design and Catalyte had been previously recognized as the customer’s parent company’s national Agile transformation partner.

Catalyte assembled an agile development team that ramped up quickly, analyzing the existing application, identifying opportunities to improve functionality and performance and collaborating with customer stakeholders to prioritize application requirements.

Because the customer did not want the app re-written, Catalyte faced the challenge of managing the enhancement across the two competing frameworks in which the app was originally written. The Catalyte team worked in both Backbone and Cordova, with the intent of enabling the app to be easily ported to other platforms or translated for globalization if the need arose. In addition, Catalyte implemented new functionality, such as an interactive map, that improved the user experience for both customers and salespeople delivering tours.

The new app integrates with the company’s instance of Salesforce.com, allowing recording and analysis of key sales and marketing metrics such as salesperson logins, customers engaged in tours and locations/properties toured.

As Catalyte continues to collaborate with the customer, the app is expected to continue to evolve. Future enhancements currently in development include integration with a digital whiteboard to provide a large format, interactive experience for customers touring the company’s vacation ownership properties.

At a glance

Application type:

Customer-facing mobile (iOS, iPad) app to drive sales results and enable better customer tracking.

Challenge:

To better collect and use key sales and customer data to drive more sales, an established global vacation ownership resorts and fractional-residential properties company engaged Catalyte to enhance an interactive sales presentation app that would be rolled out to each of its vacation properties.

Key technologies/skills:

Backbone.js - Bootstrap
Apache Cordova - AngularJS

Catalyte value add:

- **Trusted partner:** Catalyte had already completed several successful projects for the company.
- **Rapid Response:** Fast remote team assembly and ramp up resulted in rapid delivery of the enhanced virtual tour app
- **High levels of quality and productivity supported by metrics:** Iterative delivery of working product that quickly met customer needs and built loyalty.
- **Agile development:** A need to deliver working product iteratively enabled customer to meet customer expectations, react to customer feedback and ultimately deliver a personalized, memorable experience.

Results:

Catalyte delivered an improved app that included enhanced functionality, better management and, as a result, generated sales from the first day of its use.