



TUI TravelCenter CASE STUDY

OSF | DIGITAL

ABOUT TUI TravelCenter

TUI TravelCenter, part of the most important Romanian Tourism Group, Eurolines Romania, franchise of TUI Austria Holding GmbH.

The company offers travel services ranging from complete holiday packages - to individual selections such as accommodations, airline and train tickets, travel insurance, and car rentals.



CUSTOMER EXPECTATIONS



TUI TravelCenter's previous website solution couldn't keep up with the company's business needs and their customer's expectations.

Their customers experienced difficulties when searching for a hotel and making a reservation required a lot of effort and patience.

TUI TravelCenter were looking to deliver a better user experience and improve page load speed, search and filtering options and the reservation process.



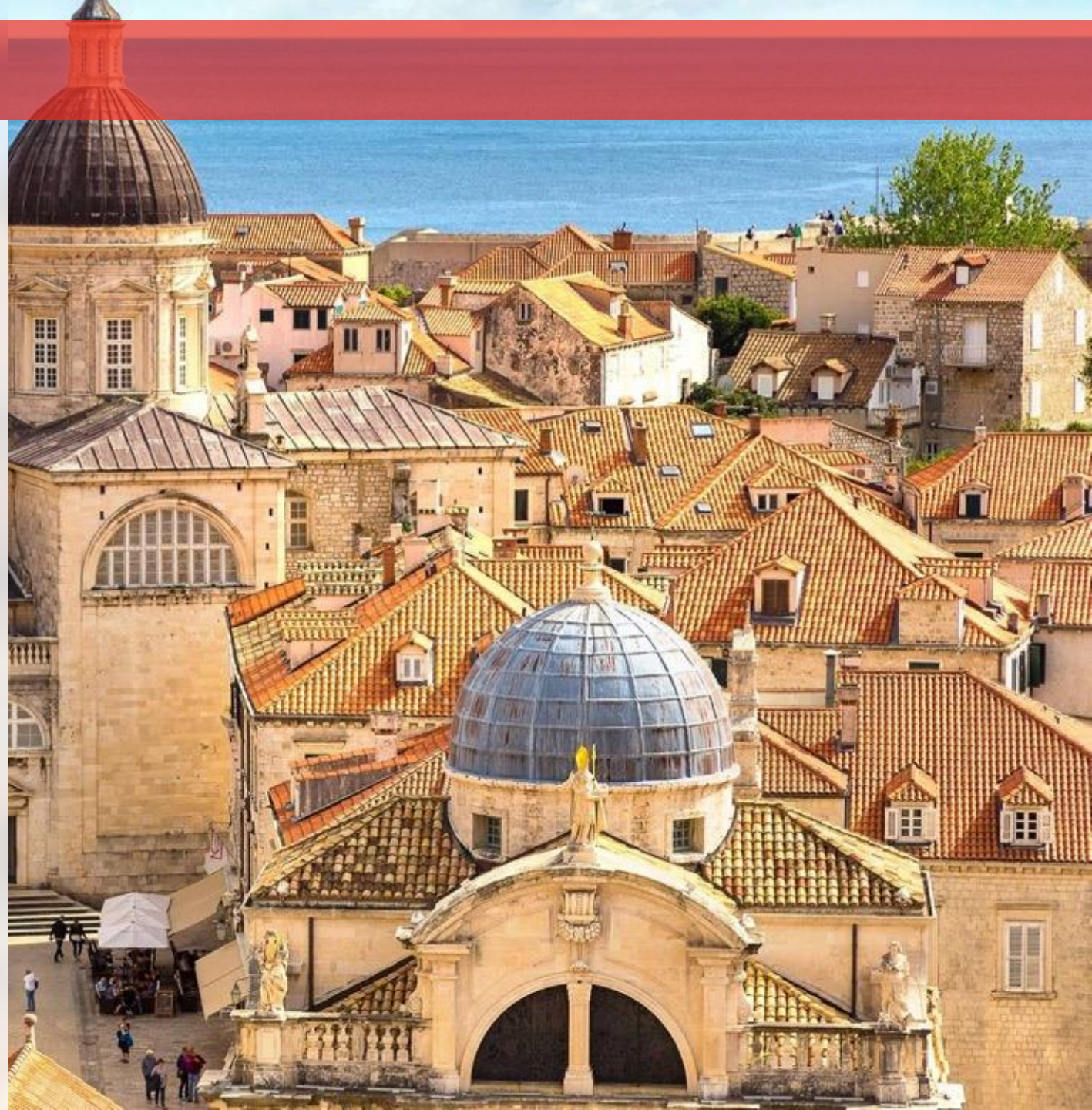
OSF SOLUTION

Sitecore replatforming performed by OSF helped TUI TravelCenter to:

- | decrease website loading time,
- | optimize filtering and sorting options,
- | reduce time required to publish a new travel offer.

To further enhance the experience for TUI TravelCenter's site visitors OSF implemented:

- | a 'User Profile' which provides customers with an overview of their reservations.
- | an effective tool to quickly generate landing pages for new destinations, new resorts or hotels.



OUTSTANDING RESULTS



+67% session duration

+125% orders finalized

+75% desktop conversion rate

+100% reservations completed

+91% conversion rate

+120% mobile conversion rate

BEST TRAVEL AGENCY WEBSITE

As a result of the Sitecore replatforming performed by OSF, TUI TravelCenter won the award for 'Best Travel Agency Website 2017' during the eTravel Conference Awards, the biggest event for the Romanian tourism industry.



TUI TravelCenter becomes the winner in the category 'Best Travel Agency Website 2017'

CUSTOMER TESTIMONIAL

"The universe of tourism is constantly evolving and travelers' preferences are ever-changing. With the new technologies implemented for our website, OSF helped us accomplish our mission: to guide the customer's journey to choosing the perfect destination."

Mihai Constantinescu
e-Commerce Manager,
TUI TravelCenter





THANK YOU!

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