



Build an online Booking Process and Back Office System.



TECHNOLOGY STACK

Backend: Node.JS, Golang, Confluent kafka

Web Application: Angular

Mobile Application: Flutter

DB: CockroachDB

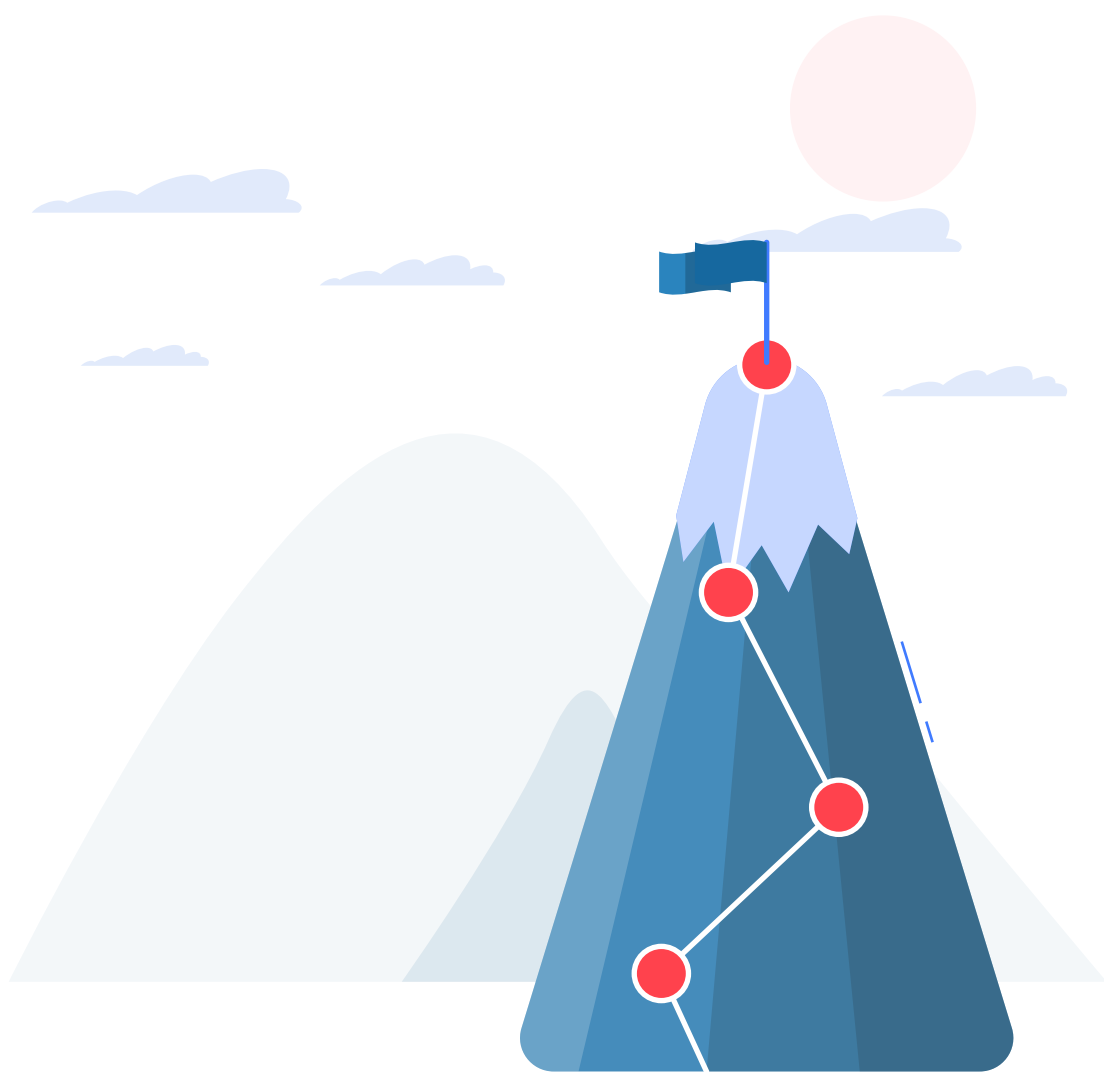
Cloud Service: AWS EC2, AWS Lambda, AWS Eventbridge

Other Tools: AWS CodePipeline, Docker, Kubernetes

CASE
STUDY

CLIENT OVERVIEW

Halong Capella Cruise is a luxury cruise company operating in Ha Long Bay, Vietnam. With 24 super luxury and 60 ultra luxury cruise ships, they cater to approximately 50,000 to 80,000 guests annually from around the world.



THE CHALLENGE

Halong Capella Cruise, a renowned luxury cruise company operating in Ha Long Bay, Vietnam, faced a myriad of logistical challenges stemming from their manual backend processes and complex operational workflows. These challenges, rooted in antiquated pen-and-paper methods, posed significant hurdles across various facets of their business operations.

FROM THE CLIENT'S PERSPECTIVE

- ✓ Booking Process Complexity: International clients often found it challenging to update their stay details in Hanoi to the cruise company post-booking, leading to uncertainties regarding pick-up locations and timings.
- ✓ Onboarding Confusion: Upon reaching the Ha Long Cruise Port, guests experienced confusion and disorientation as they navigated through the bustling port to identify their respective cruises.
- ✓ Activity Coordination: During the trip, guests encountered instances where they missed out on planned activities due to a lack of clarity regarding their inclusion in their booking.
- ✓ Special Requests Handling: Clients lacked a streamlined mechanism to communicate special requests, such as dietary restrictions or accommodations for infants, to the cruise company, resulting in potential inconveniences during their journey.



FROM THE COMPANY'S BACK OFFICE PERSPECTIVE

- ✓ Driver Roaster Management: Scheduling pick-up and drop-off rosters for drivers posed a significant administrative challenge, often leading to scheduling conflicts and operational disruptions.
- ✓ Booking Management Complexity: With multiple booking channels in place, the back office staff struggled to maintain accuracy and consistency, resulting in instances of overbooking and miscommunications.
- ✓ Coordination Errors: During peak hours, coordination errors occasionally occurred, leading to miscommunication between the back office and cruise management teams, impacting guest experiences negatively.

FROM THE CREW MEMBER'S PERSPECTIVE

- ✓ Activity Coordination: Crew members faced challenges in coordinating guest activities onboard, often relying on manual tracking methods to ensure guests participated in scheduled events and excursions.
- ✓ Language Barriers: Multilingual communication posed difficulties for crew members when assisting international guests, leading to potential misunderstandings and delays in addressing guest needs.
- ✓ Emergency Preparedness: Crew members lacked streamlined protocols for emergency situations, such as medical emergencies or adverse weather conditions, resulting in potential confusion and inefficiencies during critical moments.
- ✓ Inventory Management: Crew members struggled with manual inventory management processes, including restocking supplies and managing equipment, leading to inefficiencies and potential shortages during voyages.

THE SOLUTION

Our consulting team embarked on a thorough analysis of Halong Capella Cruise's logistical challenges, investing over three months in understanding their operational bottlenecks and pain points. This deep dive allowed us to develop a comprehensive and tailored solution that addressed their specific needs.

CLIENT-CENTRIC WEBSITE AND WHATSAPP INTEGRATION

- ✓ Leveraging our expertise in user-centric design, we crafted a website interface that seamlessly guides guests through the booking process and beyond. Through intuitive design and clear prompts, guests receive booking notifications via email and WhatsApp, ensuring they stay informed every step of the way.
- ✓ Our innovative WhatsApp integration allows guests to update their stay details in Hanoi effortlessly, facilitating smooth coordination of pick-up location and timing. This seamless communication channel reduces friction in the guest experience, resulting in enhanced satisfaction.
- ✓ To empower guests with self-service options, we developed a user-friendly portal on the website where they can access all booking details and download boarding passes with unique QR codes. This digital boarding pass not only serves as a convenient travel document but also minimizes the need for paper-based processes.





STAFF MOBILE APPLICATION

- ✓ Recognizing the importance of empowering staff with real-time information, we designed and deployed a mobile application tailored to their roles and responsibilities. This application serves as a centralized hub for staff communication and task management, ensuring that every team member is equipped with the tools they need to excel in their roles.
- ✓ Drivers benefit from a user-friendly interface that provides daily roaster details and enables seamless updates to availability, ensuring smooth coordination of pick-up and drop-off schedules. With this digital solution, last-minute changes can be accommodated with minimal disruption to operations.
- ✓ Port staff and onboard crew members gain instant access to guest trip details and special requests by simply scanning boarding passes. This instant access to passenger information enables personalized service delivery and enhances the overall guest experience.

ROBUST BACKEND SYSTEM

- ✓ Behind the scenes, we developed a robust backend system that serves as the backbone of Halong Capella Cruise's digital operations. This centralized system records all bookings, staff rosters, and guest preferences, ensuring seamless data management and decision-making.
- ✓ Automated notifications are intelligently scheduled and dispatched to guests and staff, ensuring timely communication and reducing the risk of human error. Data synchronization mechanisms ensure that crew members have access to the most up-to-date information, regardless of their location or connectivity status.
- ✓ To facilitate a smooth transition from paper-based processes to digital solutions, we provided comprehensive training and support to all staff members. Our goal was to minimize disruption during the implementation phase and ensure that the entire team embraced the new digital tools from day one.

RESULTS ACHIEVED

Through our collaborative efforts and meticulous attention to detail, Halong Capella Cruise experienced a transformational shift in their operations:

- ✓ Operational Efficiency: The transition from manual to digital processes streamlined operations, reducing paperwork and errors while improving overall efficiency.
- ✓ Guest Satisfaction: Guests enjoyed a seamless and personalized experience, from booking to disembarkation, resulting in increased satisfaction and positive reviews.
- ✓ Staff Empowerment: Equipped with intuitive digital tools, staff members felt empowered to deliver exceptional service and respond effectively to guest needs, enhancing their job satisfaction and morale.
- ✓ Business Growth: With enhanced operational capabilities and improved guest experiences, Halong Capella Cruise positioned itself for sustained growth and success in the competitive cruise industry.

PROJECT EXECUTION

1

Kick-off
Kick off your execution phase.

2

Tackle Tasks
Complete your tasks and deliverables.

3

Manage Your Resources
Workload, allocation, & utilization are monitored to avoid conflicts.

4

Communicate Often
Internal & external stakeholders are aware of progress.

5

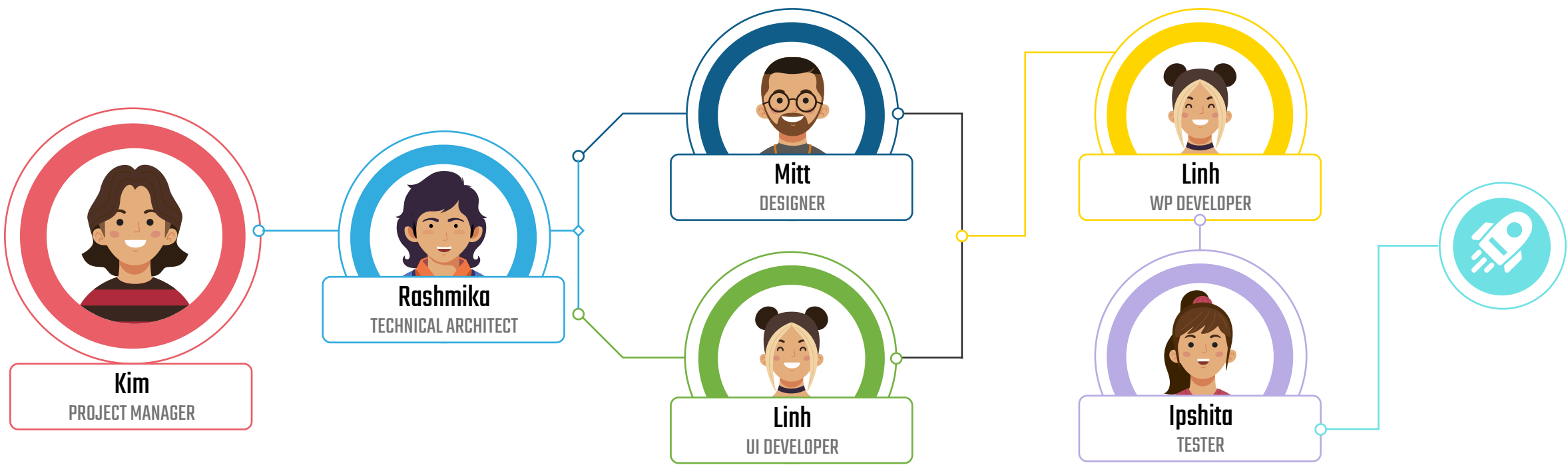
Quality Control
Project deliverables meet the required standards.

6

Execution Closure
Deliverables are completed & documentation is up to date.



TEAM STRUCTURE



32+

Happy Clients



10+

Hard Workers



421+

Projects Complete



1,063

Hours Of Support