



How a Railway Company's Mobile-First Strategy Simplified Train Booking

The enhanced version of the railway booking app increased bookings made through mobiles by 22% and reduced the booking time for passengers by 18%.

Our Client

A leading railway company in the Gulf region, one of two state-owned companies, operates a rail network that spans across 2,750 km distance. The network was modelled in 2006 to build, operate, and manage the north-south railway project.

Their project consists of two main lines

The passenger line, which includes a fleet of 4-day trains and 2-night trains

The freight line, with a train that accommodates 444 passengers in Business and Economy classes and has a restaurant



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Business Challenges & Shortcomings

The Rail Reservation app had functional limitations that presented challenges like:

- Existing Rail Reservation app was limited with primitive features and lacked end-to-end functionalities of a Ticket booking app that could meet all user needs. The app did not have bookings management, payment tracking, or a storing logic for bookings.
- Overly delayed Customer service due to indirection of consumption of bookings, dependence on customer care for tracking, booking modifications
- Strained Customer experience due to app's low UX standards



Derived Need

The client needed an advanced mobile application across iOS and Android devices that enabled users with:

- Self-service ability for end-to-end bookings management by Customers & Admin
- Ability to have seamless user experience in terms of hassle free app performance
- Ability to constantly monitor the booking process, payment flow
- Ability to switch between local & foreign language preferences

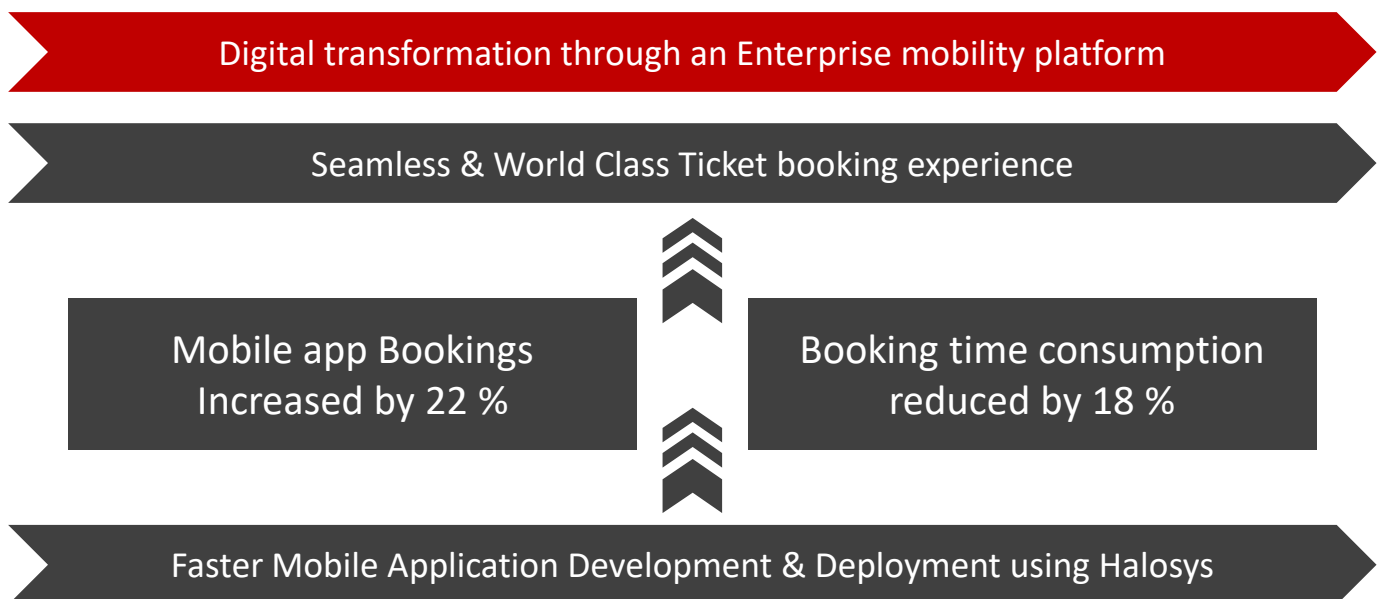


The Solution

A comprehensive and integrated mobile solution was developed with Sonata-Ready Platformation as the substructure.

- Developed end to end mobile solution, using HALOSYS Mobile platform, to rapidly scale up Clients' app features, providing comprehensive ticket booking features
- Integrated mobile solution aiding Web application developed using Rezopia (Sonata's travel platform) – catering to B2B & B2C
- Enabled Integration of back end systems & frond end applications using Halosys; resulting in faster customer service
- Redesigned app pages for high responsivity & glitch free navigation resulting in seamless user experience
- The solution was developed incorporating design thinking & Platformation principles

Business Impacts & Benefits



The client could save on time and increase app books with

- Implementation of processes focused on speed, simplicity, and security
- Allowing customers to do booking modifications without service intervention
- Refined interface that allowed for booking, scheduling, and m-ticketing seamlessly

The Sonata Edge

Open, Connected, Scalable, and Intelligent – Sonata's Platformation approach to the development of the mobility platform has helped the railway company to enhance the customer ticket booking experience. The app offers self-service features, and customers have more control over their bookings.

Sonata Software delivers complete mobile solutions that reduce time-to-market and ensures seamless user experiences.

From strategy to consulting and implementation, Sonata supports users in the whole journey of digital transformation towards **enterprise mobility**.



WHY SONATA?

Sonata's platformation approach helps clients to choose a solution that best fits their needs; balancing readily available platforms and solution customization

1. Sonata READY: End-to-end, industry-specific digital business platforms
2. Sonata ACCELERATE: Deploy popular horizontal platforms adding required functionality
3. Sonata CUSTOM: Engineer custom platforms that deliver unique digital capability and scalability

Our focus, depth of understanding and proven expertise in Enterprise Mobility for Railway industry make us stand out among our peers. We help rail companies retain and enhance their customer base and provide great customer experience by automating processes. With capabilities to deliver complete Mobile solutions, right from strategy, consulting, a robust Enterprise Mobile platform, engineering services and pre-built solutions for a faster time-to-market, we ensure that Sonata's clients find an integrated partner in their mobile journey. With a laser focus commitment to be the Mobile partner, we continue to win the trust and business of Fortune companies. Sonata's expertise stems from:

- **Deep expertise in mobility programs**
10+ years of mobility experience Expertise in leading technologies for native, cross-platform & web apps
- **Best-in-class technology framework leverage**
Platformation framework and experience in building world class platforms that enables creation of Connected, Intelligent, Open and Scalable systems
- **Mature processes and best practices**
Development, Program management and comprehensive support system
- **Best-fit solution for enterprises**
Capability of creating best-in-class and engaging user experience Right fit team with best-fit skill mix for every engagement Scalability and extensibility built into the approach

Sonata Software is a global IT solutions firm focused on enabling platform based digital business and technology transformation for enterprises in the Travel, Retail, Distribution and Software industries. Sonata's products and platforms, anchored on its proprietary Platformation methodology, reflect the company's commitment to enable connected, intelligent, open and scalable business systems.

Sonata's portfolio of products and platforms include Rezipia Digital Travel Platform, Brick & Click Retail Platform, Modern Distribution Platform, Kartopia E-Commerce Platform, Halosys Unified Enterprise Mobility Platform and RAPID DevOps, CloudOps and Testing Platform. These platforms have been deployed by leading enterprises across the globe to achieve future ready digital businesses.



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