

A RAIL OPERATOR ENHANCED SERVICE DELIVERY AND PASSENGER EXPERIENCE

With Rezo pia, an integrated platform for end-to-end travel management



REZOPIA™
DIGITAL TRAVEL PLATFORM

Enhance traveler experience, increase operational efficiencies and adapt quickly to dynamic business models with a holistic travel management approach

From Sonata Software - [The Platformation Company](#)





Rezopia improved the service delivery and passenger experience through an omni-channel travel platform

Our client, a leading railway company in Australia, provides suburban and long-distance trains serving the needs of regular travelers and tourists. Their core focus is to provide passenger safety, on-time travel and efficient rail services across their 8000 km rail network.

OPPORTUNITY

Our client had to replace the legacy application due to the high costs and longer schedules required to enhance the system for achieving their key business goals of providing better passenger experience with improved service delivery.

SOLUTION

The need for a rapid and cost-effective deployment of an omni-channel solution was met by the Sonata Ready approach of leveraging their travel management platform, Rezopia.

- The Rezopia cloud-based platform provided them with an advanced and intuitive rail operations platform to manage services, schedules, inventory, fares, and fare rules.
- The platform supported multiple distribution channels such as online, call centers, and train stations, as well as best-in-class notifications
- Built-in integration framework to connect with multiple 3rd party applications for real-time data transfer and processing

With Rezopia, our client implemented a next-generation travel reservation, distribution, and operations solution enabling them to solve the immediate needs and lay a digital foundation for the future.

KEY FEATURES

- ❖ Multi-channel bookings: branch, call-center, agency and online
- ❖ Ancillary product sales: hotels, activities etc. with train bookings
- ❖ Channel & context specific notifications, promotions and fares
- ❖ Auto-assignment of seats and berth based on type of travel, gender etc.
- ❖ Passenger manifests with bookings consolidated across channels
- ❖ Integrations with SAP and AN eNet for financial & payments data transfer

6,000
BOOKINGS PER DAY

800,000
PAX PER ANNUM

KEY RESULTS



IMPROVED PASSENGER EXPERIENCE

With faster search & book, omni-channel access, unified shopping cart and personalized services



MAXIMIZED YIELD

By configuring inventory & booking restrictions at agency, carriage and booking class levels across channels



IMPROVED ON-TIME PERFORMANCE

By managing rail availability & schedules through a robust inventory management engine for distribution and control



ENHANCED COMMUNICATIONS

With a customizable notification engine to manage real-time communications to customers & suppliers



CONNECTED



INTELLIGENT



OPEN



SCALABLE

An integrated platform for travel service providers and suppliers to operate across digital & in-store channels

Customer data & web analytics for contextual recommendations and personalized experience

Components with open standard APIs enabling integration of the platform with third party systems

Modular components with REST APIs and cloud deployment for business & transaction scalability

MULTI-PRODUCT RESERVATIONS

Increase conversion rates across channels | Reduce search to book time | Improve yield management

Products and Packages

Power to the traveler and the operator

Fulfill varied traveler requirements with an array of products, dynamic packages and, flexible itinerary options across geographies

Travel products – Air, Cruise, Hotel, Rail; Dynamic & Configurable Packaging, Pre-packaging, Group tours

Pre-set itineraries based Multi-day / multi-product packages; Multi-currency & Multi-language

Content and Commerce

Engaging content and faster booking

Help travelers to make booking decisions faster with clear product presentation and contextual notifications

Content management, Templates, Integrated workflow

Multi-product & guest checkout, Notifications & Rule engine for promotions & discounts

OMNI-CHANNEL ENGAGEMENT

Increase opportunities for cross-selling and up-selling | Improve customer experience through enhanced touchpoints

Digital Channels

Unified customer engagement

Deliver seamless user experience across channels with multi-product bookings in a single checkout

B2C & B2B, Unified shopping cart & payments, Mobile apps for booking & post-booking, Supplier / Agent microsites, Social network integrations

Stores & Call Centers

Superior customer service & assistance

Give a personalized experience and quicker resolutions to customers by assisted sales and delegated booking

Assisted booking in stores and over call centers

Delegated booking on behalf of customers / agents, Notes creations, Package modification

PRODUCTS & CONTRACTS MANAGEMENT

Gain real-time visibility of inventory and channel allocations | Maximize yield with comprehensive pricing and rules engine

Inventory & Pricing Management

Maximized yield & Increased efficiencies

Provide the ability to optimize distribution across channels with real-time inventory management

Offer flexibility & control over markups and differential pricing across channels with intelligent rules engine

Custom contracts with suppliers / aggregators, Commission management, Supplier managed pricing and inventory, Real-time inventory management engine

Markup management, Yield maximization, Differential pricing across channels, Pricing rules engine

Supplier Integration

Diversified & specialized product offerings

Provide integrations with a variety of suppliers to manage a wide product portfolio with negotiated / direct contracted products

Integration with leading GDSs, hotel aggregators and activity providers

Scalable integration framework, Real-time data processing

Operations, Back-office, CRM & Accounting: Reservations management (Reservation history across channels, booking / reservation modification); Dashboards / Reports: Booking and revenue tracking, custom reports, percentage reports, multi-format reports; In-built accounting and CRM, integrates with leading ERP systems. **Rezopia is available on Microsoft AppSource.**

WHY SONATA?

Deep domain expertise in travel

10+ years of experience with many marquee names in the travel industry

Experience across multiple segments: Tour Operators, OTAs, Railways, Hotels, Cruises, Airlines, and Corporate Travel

600+ domain experts

Best-fit solutions for enterprises

Industry ready solution assets that reduce TCO and time-to-market

Proven large scale implementations

Delivery Excellence through customer-specific CoEs

Focuses on adoption of best practices and enhanced productivity

Delivers sustained value over the long term

Helps clients across maturity levels: from travel leaders seeking innovation to start-ups exploring disruptive ideas

Global Delivery Model

Reach, Quality and Cost-Effective Service

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 Rezoopia 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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