

A vision for future systems development

An Envoy Advanced Technologies Software Systems Development Overview

Envoy was awarded the contract to develop a sophisticated front end internet booking engine for iconic Australian company **Spirit of Tasmania** (TT-Line Company Pty Ltd) after successfully winning a global tender where we were measured against companies from around the world.

Spirit of Tasmania operates the only passenger service to sail between Tasmania and Victoria. Every year the fleet carries hundreds of thousands of passengers, in a variety of on-board accommodation, along with their cars, caravans, and motorhomes. This unique travel product needed a unique internet booking platform to let customers move to an online sales channel where they could purchase all the facilities available.



What are you searching for?

Vehicle: Accommodation:

Towing a caravan or trailer Pensioner discounts

Choose your date:

Availability Low availability No availability

Departure sailing: Melbourne to Devonport
Return sailing: Devonport to Melbourne

Apr 2011

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Monday 4 April 2011
Sailing time: 19:30

S	M	T	W	T	F	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

Monday 11 April 2011
Sailing time: 19:30

The overriding theme with TT-Line was **innovative simplicity** and **conversion optimisation** across a whole range of products and features.

BOOKING SUMMARY	
Departure sailing	23 June 2011, 19:30 Melbourne to Devonport
Cabins and passengers	Red Hot Deal fare
Twin Cabin (porthole) - single for 1 pensioner	\$145
Four Berth Cabin (Porthole) for 2 adults, 2 children and 1 infant	\$306
Departure cabins and passengers:	\$451
Vehicles	
Morgan 4x4 with extra height and bicycle rack towing 2m caravan or camper trailer, under 2.1m in height, total length 6.02m	\$94
Additional options	
2 kennels	\$44
Departure sailing total:	\$589
Return sailing	30 June 2011, 19:30 Devonport to Melbourne
Cabins and passengers	Super Silver fare
Four Berth Cabin (Porthole) for 2 adults, 2 children and 1 infant	\$360
Pensioner Male in Twin Cabin (Porthole)	\$110
Return cabins and passengers:	\$490
Vehicles	
Morgan 4x4 with extra height and bicycle rack towing 2m caravan or camper trailer, under 2.1m in height, total length 6.02m	\$94
Additional options	
2 kennels	\$44
Return sailing total:	\$628
Total for booking:	\$1217

“TT-Line has announced... a sharp rise in internet bookings.”

“In 2009, only about a third of all Spirit of Tasmania bookings were made online. That proportion has now risen to **more than 60 per cent**... TT-Line... has seen fit to change its booking arrangements, to make them **more efficient and profitable**, as well as more convenient for customers.”

“...It's promising for Tasmanian tourism that TT-Line's online bookings are growing well...”

David O'Byrne, MP
Minister for Infrastructure, Tasmanian Government
16 March 2011

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Envoy recommends a number of technology initiatives which are broken into 4 distinct areas:

Efficiency

Reduce proprietary back end costs	More flexible business dynamics with reduced vendor / hardware requirements
Envoy methodology	Zero maintenance fee for deployed code – all defects rectified at no charge
Flexibility	Design your own back end or connect to a new provider without impacting front end efficiencies
Seamless hosting potential	Remove potential cost and third party interaction issues of separate software and web hosting requirements
Modules based on business benefit	Do not pay for systems or features that you do not need

User/Usability

Intuitive and self-learning features	Remove the cost of training and education through effective design and implementation
Online amendments	Reduce non-productive call centre activity and increase online / upsell activity
UI for call centre staff	Having a similar front end for most staff interactions speeds up training and reduces reliance on proprietary systems knowledge
Loyalty programmes	Engage with regular customers to ensure maximum 'lifetime value'
Multiple currency options	Offer payment terms in currency of choice to simplify purchase options
Multilingual tools	Assist with online conversion by effective communication
Travel related interfaces	Allow agencies to book and earn revenue either directly or via GDS associations
Customer interaction	Link social media and other smarts into all communication paradigms

Control/Management

Content management control	Allows control over the whole range of UI and other site changes seamlessly and integrates with marketing objectives without external intervention required
Dynamic customer interaction	A/B testing – improve conversions through real customer interactions
Onboard and onshore value add	Increase average sale value and revenues earned, maximise upsell potential
Real time booking and inventory	Management of real time marketing and planning capabilities

Technical

Standardised development tools	Industry standard .NET developer tools to match requirements
Uses latest MVC3 / HTML 5 and browser compatibility tools	Future proof code base allowing you to communicate with and deliver content to the latest devices quickly and efficiently
Smart technology built into the front end	Complex rules changed dynamically to meet business needs efficiently
Sophisticated API capabilities	Communicate with a back end system of your choice. Design for and benefit from cloud computing economies.
Comprehensive validation capabilities	Lock down or free up data validation to assist in self-conversion through guided controls, e.g. car measurements, contextual cabin configurations
Google Analytics & ecommerce tools	Measure and modify goals based on real time data from actual usage statistics