

Data Insights That Journey Beyond

How Distillery helped an online travel agency startup leverage customer data to send conversions soaring.



The Urgency

For an online travel agency startup that allows users to earn points, miles, or gift cards from various programs on hotel stays, customer data was the fuel to take the company's business to the next level.

But to fully tap it, the startup needed an outside development partner with proven experience in upgrading data systems.

The Distillery Approach

To help the travel agency get a better handle on its customer data so it could draw deeper insights, Distillery's experienced nearshore teams jumped into action.

First, we established a firm foundation. In year 1 of the project, our engineers started by stabilizing the startup's document management system (DMS) and conducting testing to ensure its security.

In year 2, we began making enhancements by upgrading systems and internal libraries, instituting best practices throughout, and conducting an array of tests for a planned system migration.

The Results

Today, the travel agency is much more efficiently managing its customer data. That includes using the data to train its AI model for hotel reviews, test new features, and improve overall UX.

All of that, coupled with Distillery's enhancements to the company's website security and ease of partnership integration, conversions are on the rise – and it's data that's guiding the journey.