How **Sastaticket**, Pakistan's largest online travel agency, completed **onboarding & went live within 5 weeks**

WebEngage | Sastaticket.pk

# Sastaticket.pk

## COMPANY PROFILE

Sastaticket is Pakistan's largest online travel agency. It is the only OTA in the region that aggregates all the domestic airlines.

Sastaticket's mission is to democratize and make travel much easier and more efficient for millions of travelers in Pakistan. It offers a full slate of travel products which includes online reservation facilities for domestic and international flights, hotels, and holiday packages, all with the highest service standards.

Today, Sastaticket has over 100,000 hotels and properties globally listed on the app and website, with the most extensive inventory of domestic hotels.

## THE OBJECTIVE

Sastaticket's primary objective is to make every traveler's hotel and flight booking experience delightful, memorable, and hassle-free.

## EXPECTATIONS & CHALLENGES

- Hassle-free integration and support
- Unified customer view
- Multi-channel engagement at scale
- Granular targeting and segmentation
- Campaign planning and execution

## WEBENGAGE IN ACTION

- Defined integrations, milestones and timelines
- Consolidated the user data
- Provided dedicated human assistance
- Customized solution for each use case

The most significant part of working with WebEngage has been the speed at which we've been able to move. The Onboarding and Customer Success Team at WebEngage made the integration process hassle-free and convenient. Within 4 - 5 weeks, we were ready to go live with our primary use cases and the speed at which queries and concerns were handled was brilliant.

**— Shaz Akram**
Head of Online Marketing at Sastaticket
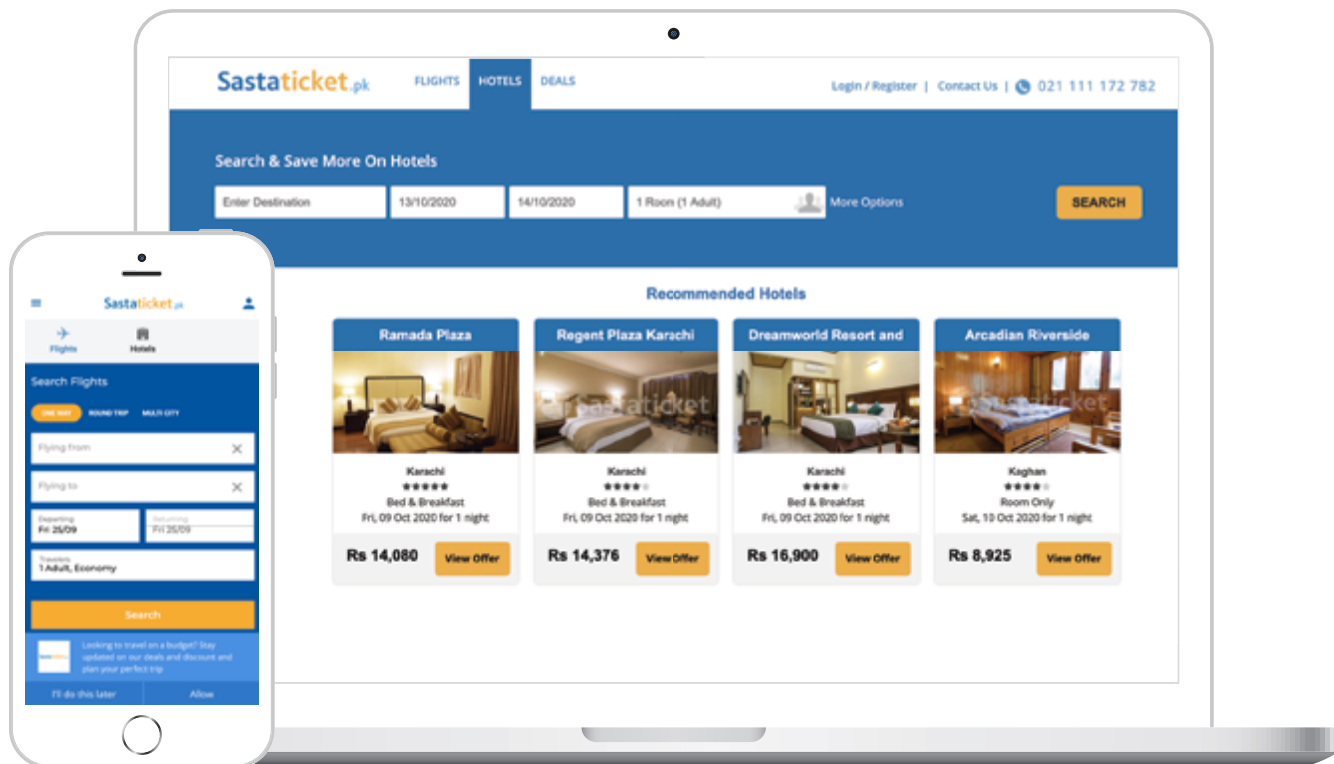
Sastaticket serves a wide variety of customer segments like **business travelers, tourists, and religious travelers**, forming key segments that it works with.

To provide best-in-class trip planning and booking experience to customers, Sastaticket realized that **delivering contextual and personalized experience** is important. This will help them fuel up their business growth and drive revenue.

And with the aggressive competition in the OTA space, customized travel experience is a powerful differentiator. In fact, about 87% of travelers are more likely to do business with travel websites and apps offering highly personalized experiences*.

But with such a diverse customer base and varied offerings, delivering a highly customized travel experience to each traveler on every trip is not an easy feat.

Sastaticket was looking for a comprehensive solution that would efficiently solve the **challenges centered around data unification, multi-channel communication, and increased travel bookings**.

To solve this, Sastaticket tried a couple of marketing automation tools before switching to WebEngage but weren't entirely satisfied due to unpleasant onboarding experiences and lack of adequate support.

"We were looking to partner with someone who had extensive experience of working with other online travel agencies and would allow us to learn from those experiences and help us move at a very fast pace", said Online Marketing Head of Sastaticket, Shaz Akram.

Our channel partner, OrangeFox, played a proactive role in helping Sastaticket come onboard to power their user engagement and retention initiatives with WebEngage and grow their revenue.



Working with the Sastaticket team was an amazing experience. When I met them to discuss how we might be able to work together, they came up with some interesting queries and requirements and we were up for the challenge. At OrangeFox, solving clients' challenges is what we work for with our partners at WebEngage.

**— Imtiaz N Mohammed**
**Chief Executive Officer, OrangeFox**

But, before joining hands with WebEngage, the Sastaticket team had specific expectations that would aid them in solving the challenges they were facing at the time.

# Expectations and Challenges:

### Integration and support

Integration is the most important part of the entire onboarding process. To deliver seamless customer experience to the end users, it's vital to properly **integrate all the events, channels, CRM, etc. with the marketing automation platform**.

The Sastaticket team was looking for a hassle-free integration process that could help them go live faster without consuming much of their technology operations and manual bandwidth.

### Unified customer view

The Marketing team at Sastaticket was using various individual tools and interfaces to engage with their customers. Integrating data from across channels and mediums was extremely challenging. So, they wanted to **break down silos and unify customer data at a single place to keep track of all the data points across the mobile app, and website** to deliver personalized booking experience by making use of user profiles and their attributes.

### Multi-channel engagement at scale

With data scattered across multiple mediums, contextually engaging with customers, and sending them personalized communication across channels was extremely difficult.

Depending on the user's past actions and behavior, the Sastaticket team wanted to **send out relevant communication across multiple channels** within a single user journey.

### Segmentation and targeting

Sastaticket wants to provide delightful and personalized booking experiences to each traveler. To do that, they wanted to **segment users at a granular level based on their key individual attributes and behavioral data**. And engage users with relevant, personalized and contextual communication.

# WebEngage In Action:

## Sastaticket's onboarding journey with WebEngage

At WebEngage, we have a carefully crafted onboarding journey for our customers to make sure they have the best possible understanding of the WebEngage dashboard and a clear picture of the services, resources and people available to them to ensure their business growth. Here's how we did it:

### Dedicated team of onboarding experts

As soon as Sastaticket signed up, we deployed a dedicated team of onboarding and customer success managers with great expertise in the travel domain to ensure customized, hassle-free and timed onboarding experience. This helped us build up trust and understand the expectations that lie beyond the scope of work.
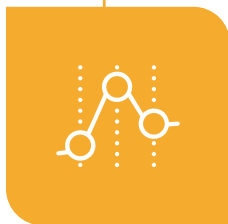
### Aligned the expectations with Sastaticket

The customer success manager conducted a kickoff meeting with the stakeholders at Sastaticket to get an in-depth understanding of Sastaticket's use cases, expectations, and challenges.

Once the initial setup was complete including account integration, dashboard training, and campaign creation, we promised initial go-live campaigns for primary use cases. This helped the team at Sastaticket to get fully started with the WebEngage dashboard and reap early benefits.
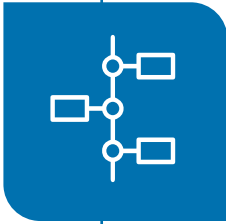
## Set the milestones and timelines

To keep the momentum going, setting the timelines and tracking progress at each step is very important. So we mutually chalked up **industry-relevant tracking plans and best practices along with realistic timelines for every deliverable**. This helped us achieve all the onboarding milestones and other goals efficiently with quick turnaround time. The entire onboarding process was completed within just 5 weeks!

## One-on-one assistance and support

As soon as the onboarding started, our onboarding manager regularly followed up with the stakeholders at Sastaticket and provided them one-to-one training and assistance at every stage of integration.

From: **onboardingmanager@webengage.com**
Date:
Subject: **WebEngage x Sastaticket: Integration Phase**
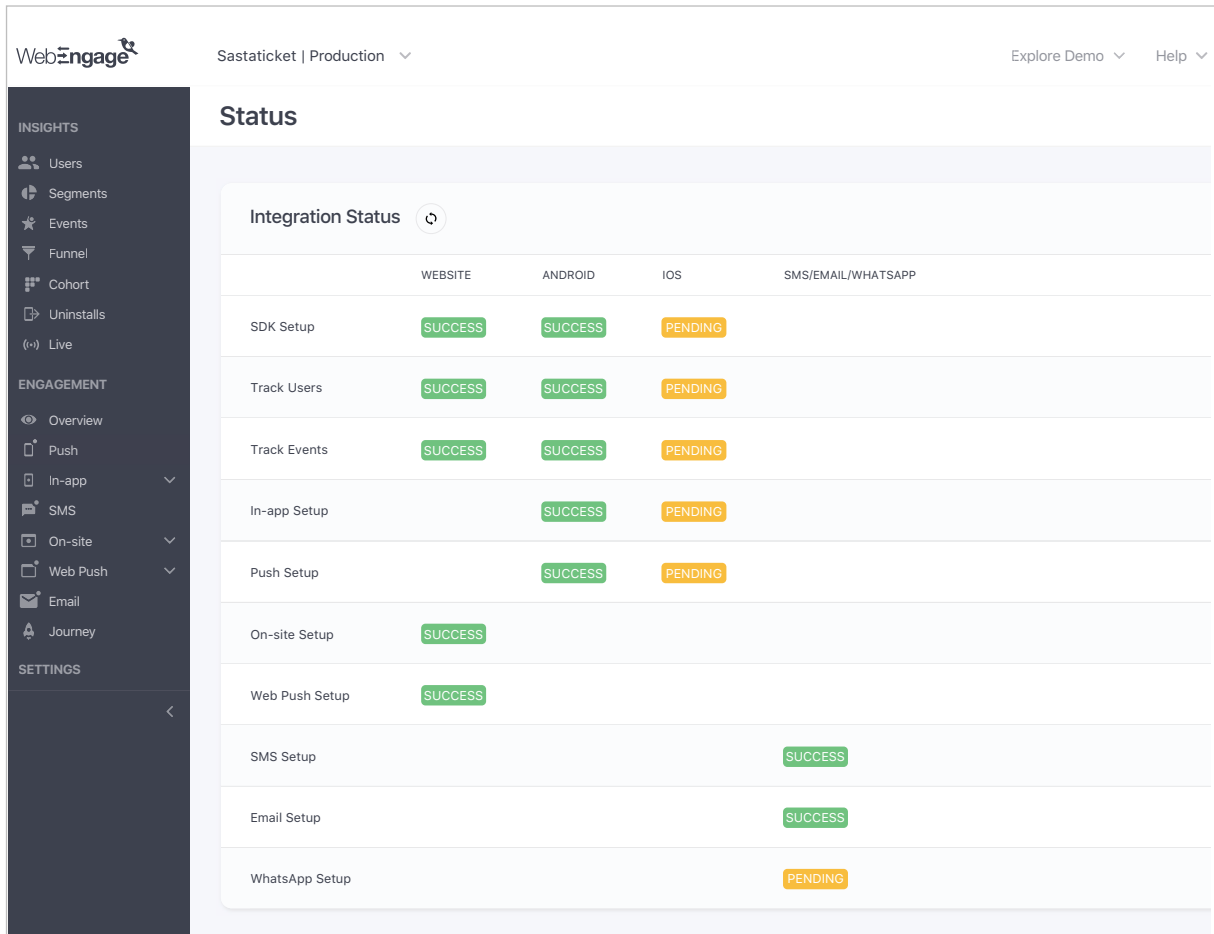To: **team@sastaticket.com**


Hey team,

You can now start integrating your staging website with the **staging dashboard**.
You can refer to the following section on our knowledgebase to complete the SDK integration: **https://knowledgebase.webengage.com/docs**

Let me know if you have any queries!


Best
Onboarding Manager@WebEngage

WebEngage

We consistently sought feedback from the Sastaticket stakeholders on the completion of every milestone to ensure everything is working fine as expected.



*The live progress meter on the WebEngage dashboard*

Besides this, the manager also provided them intelligible integration manuals, product tutorials, documentation, and educational emails to help them get started and to cater to any queries and roadblocks in the long run.

With the help of a well-structured onboarding process and a dedicated team of onboarding experts at WebEngage, Sastaticket successfully completed its integration process and witnessed exceptional results:



**78+** event attributes captured

**5** weeks to complete the onboarding process

**6** engagement channels configured

# WebEngage's Customer Onboarding Essentials

**Customer-First Approach**

**Onboarding Experts**

**Welcome Kit**

**Product Tutorials**

**Goal Setting**
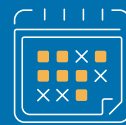
**Timely Meetings**

**Hassle-Free Integration**

**Data-Driven Outlook**

**One-To-One Training**

**Soliciting Feedback**

WebEngage

After a smooth and quick onboarding process, Sastaticket was all set to achieve its goals and implement some primary use cases while solving certain challenges that they had been facing before choosing WebEngage.

## Specific Use Cases:

The Sastaticket team had a set of primary use cases and was looking to engage with their customers throughout their journey by interacting with them at every moment.

### Unified view of each customer

When different individual tools were used by the Sastaticket team to pull the customer data, the results were unsatisfactory.

So, we collated the user data from across the channels and mediums and stored it on a single platform i.e. our marketing automation platform. The data from the user's first visit to the Sastaticket website/app to the latest interactions were gathered under a single user profile.
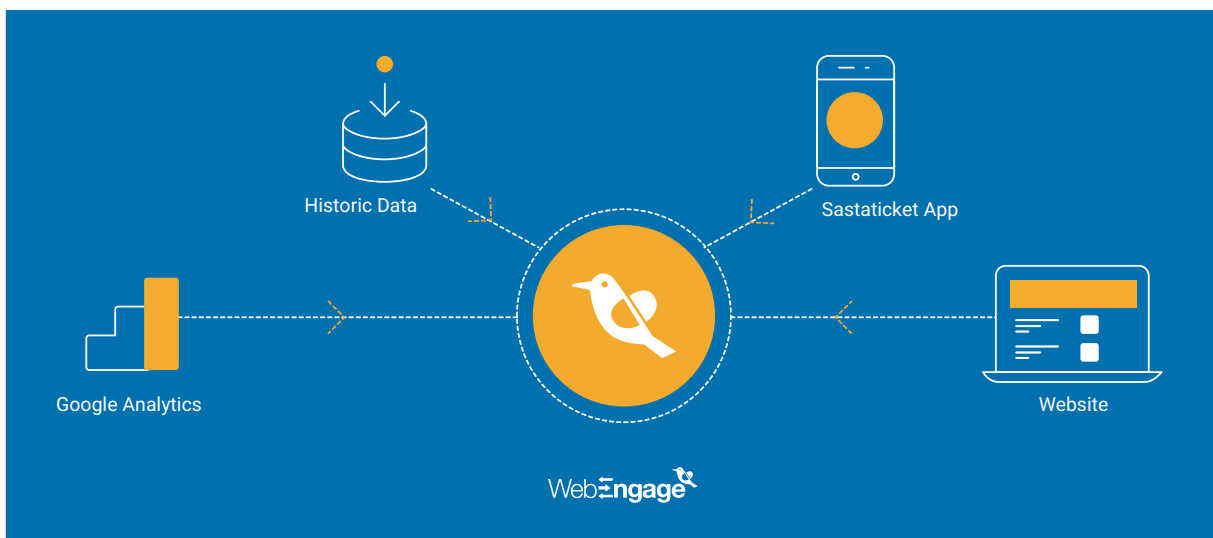


*Sastaticket's data unified into a single platform*

This helped them analyze the actions that the users perform on the platform at a very granular level to assess what a particular user is looking for - whether someone's searching for a flight from Karachi to Dubai or looking out for a stay in a 5-star hotel in Lahore!

## Building various segments and sending out relevant communication

To deliver contextual experiences to different customers like students, business travelers, etc, we recommended creating segments of users based on their key attributes like past actions and behavior.

> Segment *Flights booked FROM or TO Karachi* contains users
> 
> ┊········ who have
> 
> ┊········ performed the event, **Checkout Completed** count greater than **0** where **Checkout Origin** equals to Karachi OR **Checkout Destination** equals to **Karachi**

We are also setting up a lead scoring model on the WebEngage dashboard to reduce drop-offs by assigning certain predetermined scores when a user takes a specific action on the platform - like searching hotels in Lahore or booking a flight from Lahore to Dubai, etc.

This will allow the Sastaticket team to analyze the actions that the users perform on the app and website at a granular level and segment them based on score values. This will help them in deciding the next best communication and sending it in a personalized manner.

## Contextually reaching out to users across multiple channels

In order to contextually reach out to each customer and send personalized communication, we suggested creating multi-channel journeys using the WebEngage Journey designer.

For instance, the team at Sastaticket was experiencing high drop-offs on the checkout page and was looking for a way to meaningfully engage with users who did not complete their travel bookings on the Sastaticket website/app.

To solve this, the Customer Success Manager at WebEngage along with the Sastaticket team designed a multi-channel user journey via WebEngage Journey Designer to encourage cart abandoners to share their feedback of the checkout process.

Here's an overview of the cart abandonment journey:
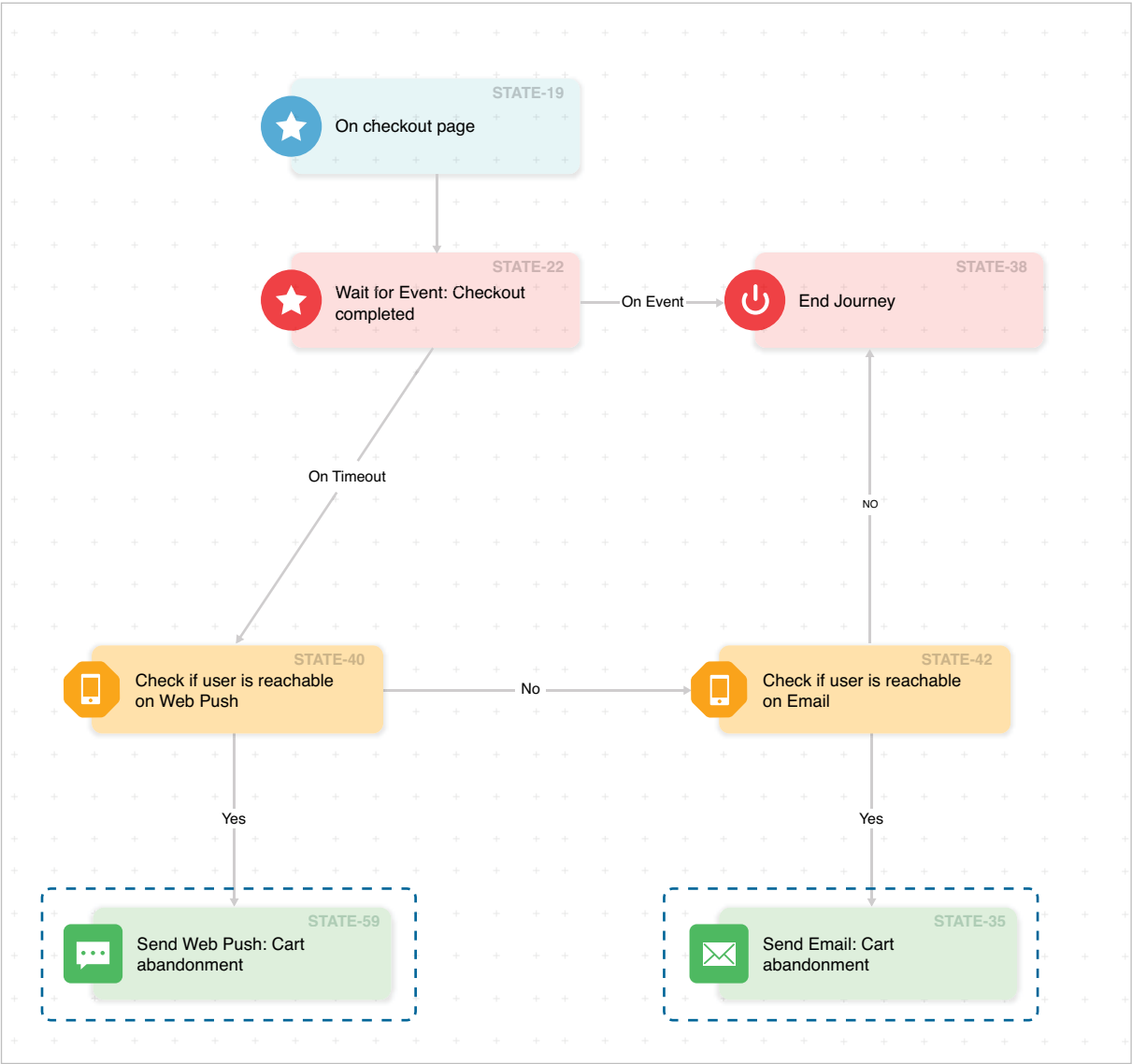
Here's how the messages sent from the cart abandonment journey look like:

**Email Campaign**



Sastaticket.pk

Flights   Hotels   Deals

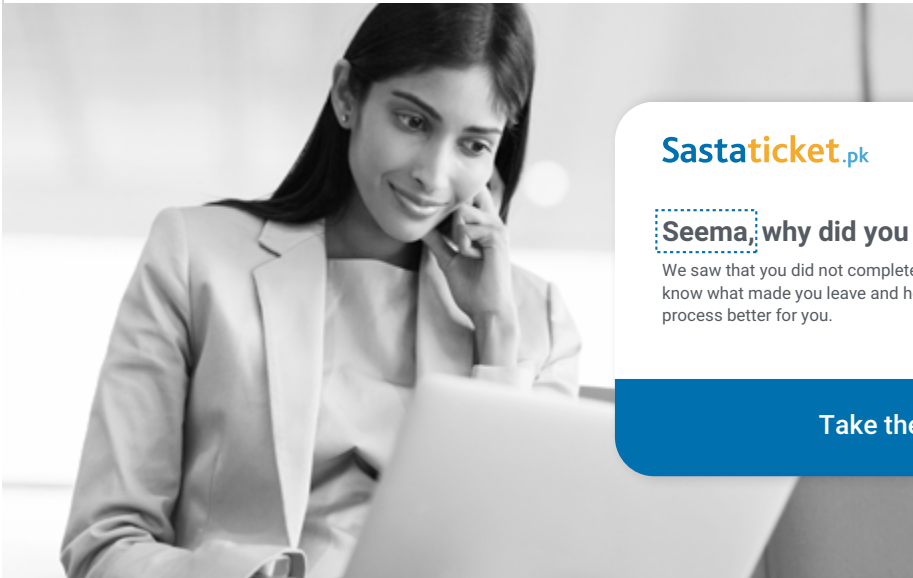## How can we make it **better for you?**

Hey Sahiba,

We saw that you did not complete your travel booking. We want to know what made you leave and how can we make our checkout process better for you.

Help us out by filling this short survey which will only take a few minutes.

**Take the survey**

Thanks!
Team Sastaticket

**Web Push Campaign**



Sastaticket.pk                                   now

**Seema, why did you leave us?**
We saw that you did not complete your booking. We want to know what made you leave and how can we make our checkout process better for you.

**Take the survey**

The automated journey aided the Sastaticket team to solicit feedback from abandoners at the right time and on their preferred channels of engagement like web push and email; without annoying them with irrelevant and untimely messages.

## Result:

With automated multi-channel campaigns and personalized communication, Sastaticket was able to create an impeccable travel booking experience for its users. They witnessed:

**19.40%** boost in engagement by abandoners
**2X** increase in the number of travel bookings

With a dedicated Onboarding team, hassle-free integration process and timed processes, we were able to transform the entire onboarding experience for Sastaticket and went live within just 5 weeks. Today, Sastaticket communicates with over 150k Monthly Active Users (MAUs) through WebEngage's marketing automation dashboard and has been consistently seeing a major uplift in the number of travel bookings made on the Sastaticket app and website.

# The WebEngage Effect on Sastaticket.pk

**78+** event attributes configured

**5** weeks to complete the onboarding process

**2X** increase in the number of travel bookings

**19.40%** boost in engagement by abandoners

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WebEngage

WebEngage is a consumer data and a full-stack marketing automation platform that empowers consumer tech brands to scale up their user engagement and retention initiatives. Further enabling the customers to make more money from the existing users via hyper-personalized, data-backed lifecycle campaigns across channels including SMS, Mobile and Web push, In-app message, Web overlays, Surveys, Email, WhatsApp and Facebook remarketing.

WebEngage serves thousands of consumer brands across industry verticals including EdTech, FinTech, OTA, Gaming, E-commerce, OTT among others.

## TALK TO US TODAY

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