

The Leela

Client Name

The Leela Palaces Hotels and Resorts

Technology

ASP.NET, HTML, Ajax, DHTML, MS SQL, Web 2.0
Technology, Flash ActionScript.

Services Offered

Digital Business Strategy, Website Design &
Development, Digital Marketing (including E-
mail Marketing), Digital Campaigns,
Application Development, Content Writing,
Booking Engine Integration, SEO, Analytics.

The Client

The Leela has been carrying on their tradition of providing a unique experience of the essence of India. The Leela Group has always believed in going the extra mile for their guests to ensure every stay is a memorable one.

The Brief

For The Leela, every guest becomes a part of its family. The Leela Group considers communication with their guests as extremely important, and strives to keep them abreast of all new developments, important announcements and news. Hence, it approached HGS Interactive to seek its expertise in strengthening their customer relationship management initiatives.

The Approach

HGS Interactive proposed a communication management system that would help The Leela Group profile its customer base, formulate newsletters, sending unlimited number of e-mails to address selected from database belonging to multiple e-mail groups or list of selected email addresses. The team at HGS Interactive designed software with an 'Advanced Track management' feature that can efficiently track each newsletter sent and thereby measure campaign effectiveness.

HGS Interactive

Tower No. 1, 4th Floor, International Infotech Park,
Vashi, Navi Mumbai 400 075
www.teamhgs.com

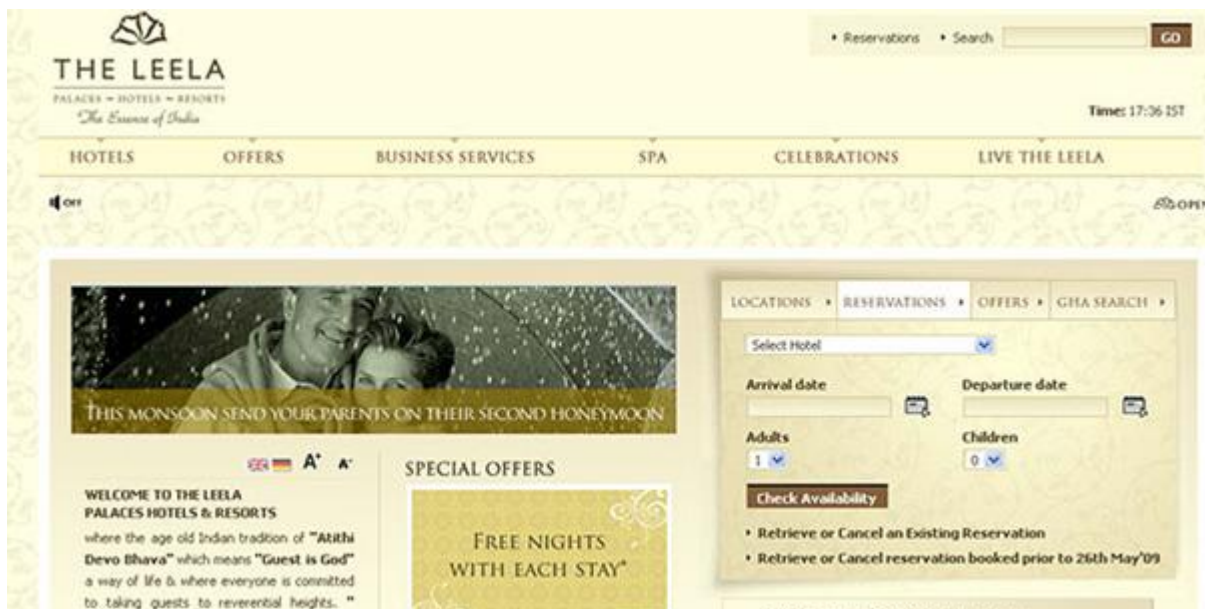
www.hgsinteractive.com

The Solution

HGS Interactive designed a Flash and HTML based site with a corporate look and feel with user-friendly navigation. It has easy access to the feedback form and contact page. A Flash introduction and Flash elements were incorporated on all the pages to give it a more dynamic look.

Over all, the site was designed keeping in mind the client's growing clientele and the need to cater to all their enquiries and questions and to enhance the key areas of the group's activities, as well as showcase completed, current and upcoming projects.

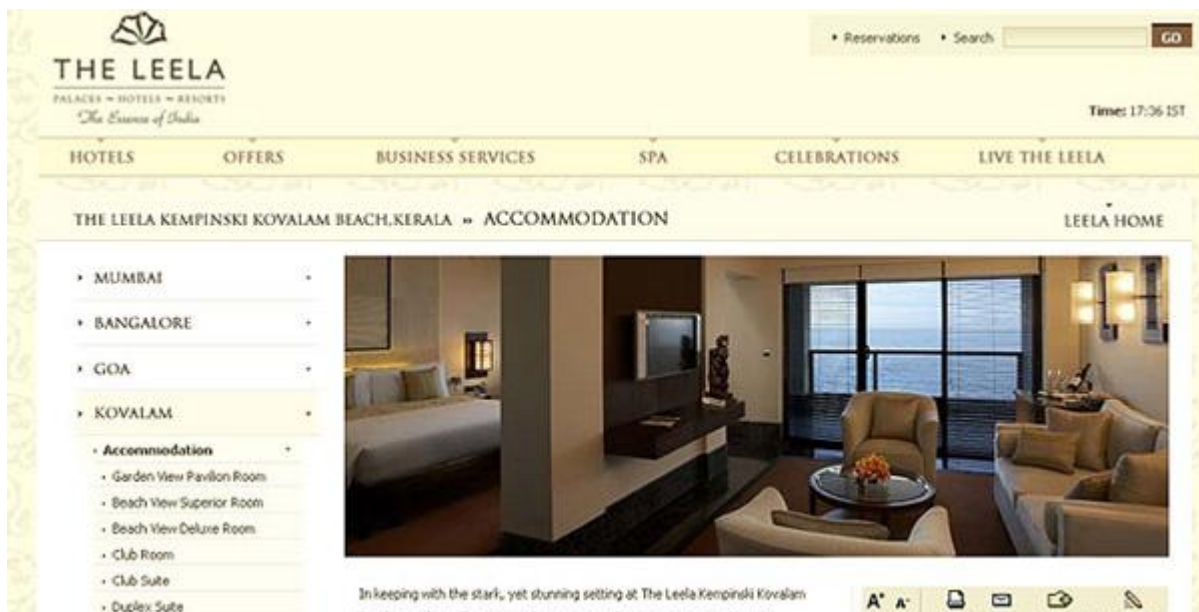
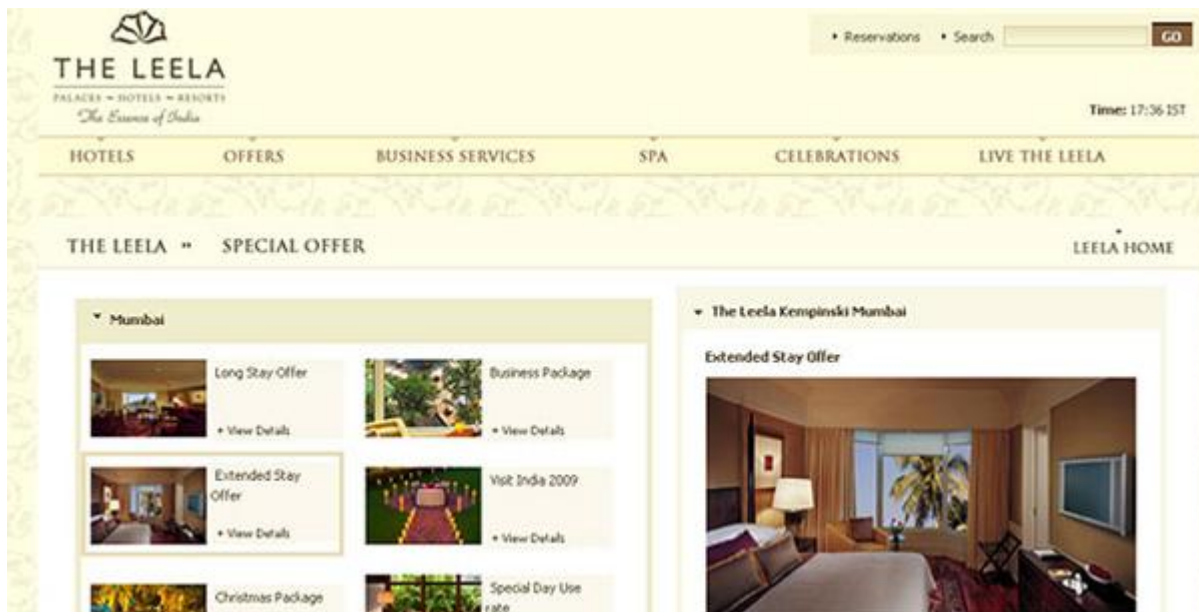
Screens



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The Result

The website is well received by users and traffic on the site has improved exponentially. The easy dissemination of information is extremely user friendly as reaching relevant information is on fingertips. Strategically placed call to action bar and cross promotion suggestions play an important part in the distribution of traffic and help in creating awareness about sections that users might get interested in.

With simple distribution of content HGS Interactive achieved information on single click.