GENECA

Custom Software Solutions for Hospitality

SETTING NEW USER INTERFACE STANDARDS SIMPLIFIES SYSTEM MAINTENANCE

THE CLIENT

This global hospitality company has dozens of brands and 800+ locations in countries all around the world. This corporation is committed to caring for people, whether they are guests at their hotels and resorts or members of local communities. This business was founded by family more than 50 years ago and has continued to succeed by putting people first.

THE PROBLEM

The client needed to regain control of their digital content. They wanted to upgrade their content management system while adding customization that allowed for additional functionality. Non-technical team members struggled to make updates to the system at the necessary pace. The client also needed more consistency in user interfaces across their multiple brands.

THE SOLUTION

Geneca collaborated with in-house technical teams to upgrade the client's user interface, add authorable components, and create standards and styling across websites. We tackled the challenge of coding standardized components that allow for many different use cases by non-technical staff to enable quick and easy changes and digital content management.

WHAT WE DID

Geneca developers worked onsite with our client's internal IT teams to streamline the user interface and present information in a clear and concise way. With these updates, the development team added tables that were not only visually appealing to site visitors, but much easier to update in the system.

- ❖ Coded reusable components that are editable without technical knowledge
- ❖ Created standards for user interface styling site wide

- ❖ Designed and built fully responsive web components that auto adjust
- ❖ Implemented more readable terms and conditions
- ❖ Increased capabilities to process additional types of credit cards
- ❖ Integrated customizations seamlessly with current content management system

BLEND TEAMS

Collaborated directly with client's internal IT team and business stakeholders, working onsite and quickly adapting to a new team and code base.

SET STANDARDS

Created standards for user interface styling across the whole site with fully responsive web components designed to auto adjust.

UPDATE INTERFACE

Designed new, clean tables for a fresh interface, including authorable tables for easy maintenance of client's content management system.

BUILT COMPONENTS

Designed and built reusable components that made it easy for staff to edit as needed without requiring them to have prior technical knowledge.

THE RESULTS

Geneca assisted our client in updating the user interface for a site with over 15 million annual visitors. These updates are expected to improve user browsing experience and increase the conversion rate of over 3 million unique visitors to the site. We were able to program components that allow for simplified content management by any member of staff, not only those with technical knowledge. Our fully responsive and adjustable designs save the client time and money when it comes to being able to keep their content up to date and maintain adaptable content as their business evolves.

ABOUT GENECA

Geneca is a custom software consulting company with 20+ years of experience using advanced strategies to help clients stay ahead of their competition. At Geneca, we know that software isn't one size fits all. We explore your unique needs and identify the right solution to accomplish your goals. We create lasting, solid partnerships with our clients and work together to design revolutionary products that engage users, transform industries, and evolve with your business.

Let's Talk!　　　**Email us at Sales@geneca.com**　　　**Call us at (630) 599-0900**