



# Wholesales-flights.com

website & innovative call-center  
+ sales support system

(completed project, now supported by WaveAccess)



The project was created for a private investor.

## Problem Statement:

Our investor's goal was to build a ticket sales website capable of capturing all information about the site's visitors and ticket buyers (calls, inquiries, contacts, etc.) As well as including a sales support system and call center. The system needed to provide them with a detailed report containing information about necessary lead sources -- search engines, websites, newsletters, social networks, etc. They were adamant about understanding where each customer came from and how much did it cost.

In addition, sales support system must be capable for sales agents to work with it and to put all the information about the current status (including reminders to call the customer and many other features).

## Vendor Search

There was one main factor, aside from the vendor's reasonable pricing policy, in the investor's choice of vendor: qualified developers. The investors were determined to launch the system after its first iteration. They wanted to use an unfinished system, with minimal features, that would not be harmed by further development.

The investor also required that any error messages be responded to, and fixed, promptly, 24/7.

## Why WaveAccess?

As often happens, WaveAccess was recommended to the investor by his partner.

The client was impressed by our highly qualified developers, our ever-growing portfolio of Java projects, our rapid response times, and by our prompt correction of any errors regardless, of the day, or time. Also, our quite acceptable prices didn't hurt.





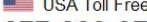
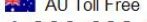
## Work stages

### ***1. Identify requirements and develop a work plan***


According to the plan, the system and website should be created in parallel. When the site launches, the system should be able to maintain a minimum set of functions. Sales agents will immediately begin working with them and future updates will include amendments from the agents.



### ***2. Design and functionality of the future site***

WaveAccess designers created an unobtrusive design for the new site. It does not distract the user from the most important thing: - the search form and a contact telephone number. It is quite pleasant and does not irritate the eye even after a long stay on the site.

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The search form is right on the main page of the site [wholesale-flights.com](http://wholesale-flights.com)

There are large noticeable buttons to integrate with social networks - an important design feature. The site use all the modern ways to attract customers, and the sales support system evaluates the effectiveness of each source.

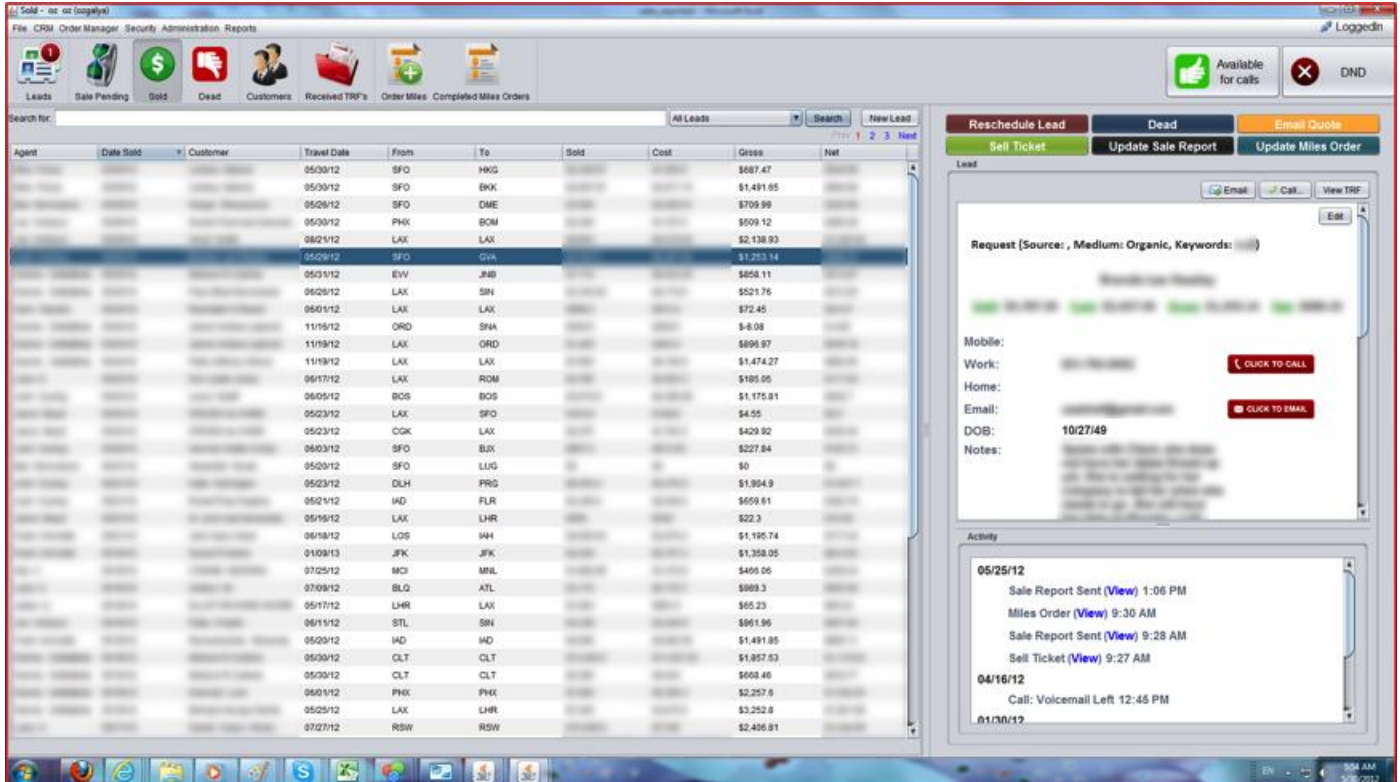
### **3. Call center and CRM system implementation to support >50 live agents**

The primary function of the system is to intercept asterisk calls and to link data between sale stages: initial call, follow-ups, invoicing and billing.

This system consists of:

- 1) Desktop client (GUI):
  - a. Security system (basic authentication with connection between every customer and his agent) management;
  - b. User management;
  - c. Call-center client;
  - d. CRM features:
    - i. Customer management;

- ii. Opportunity / Lead management;
- iii. Task (scheduling for agents) management;
- e. Call history (call tracking) management;
- f. Order (invoice) management;
- g. Analytics report generation;



The screenshot displays a web-based application interface for a call center. The main area is a table listing various flight leads. The table has columns for Agent, Date Sold, Customer, Travel Date, From, To, Sold, Cost, Gross, and Net. A right-hand sidebar provides a detailed view of a selected lead, including contact information (Mobile, Work, Home, Email), a date of birth (10/27/49), and a list of activities such as 'Sale Report Sent' and 'Miles Order'.

Wholesale-flights call-center user interface

## 2) Enterprise Application:

- h. Database connectivity;
- i. Asterisk connectivity with dial manager (not used in the last version);
- j. "Heavy Data" preprocessing and postprocessing;
- k. Tickets search engine client;
- l. Analytics system;
- m. Ordering system and payment gateway integration (Authorize.Net);
- n. Accounting system integration;
- o. Mailing system;
- p. Affiliates system integration

#### ***4. Getting started with the agents. Resolution of difficulties with search ID***

Initially, to track the effectiveness of the site, it produces a personal number (search ID) for each customer, and sales agents were asking customers to call using their ID. However, users often became confused and forgot their ID. This caused many issues since search ID registration was essential tracking of where the client has come.

As a solution to this problem WaveAccess introduced a new feature - now instead of one common telephone number the site shows to each client its individual phone number to communicate with the sales agent. In this case, the client no longer needs to tell the search ID, because the system considers all the information automatically according to the customer's unique phone number.

#### ***5. Exploitation and support of the sales system***

New features appear in the system progressively, it is constantly in operation and therefore quickly adjusts to the requirements of sales agents. Great attention was paid to the usability of the system and the site.

#### ***6. Introduction of the new reporting system***

Among the implemented system features, we must mention the advanced reports that allow agents to see where a client came from (what a search engine, keywords, what site page, type of advertising, etc.). Thus, it becomes clear how much it cost to attract a customer who made a purchase, compared to the net profit from that customer.

#### ***7. System support. New features on demand.***

WaveAccess continues to introduce new features on demand. For example, creating pattern landing pages for promotions. Now, quickly creating a new promotional page does not require any assistance from the designer, or developer. Any agent can plug the necessary information into a template and then, click, the promotional page is created.

## **Technologies**

JavaSE, Swing, Concurrent, JavaEE, GlassFish, Enterprise Application Server, EJB, CORBA, JPA + Hibernate (MySQL), Metro, Asterisk Manager Java API

## The Final Result

Now, the project is supported by WaveAccess. Periodically we add new features on demand. The website and sales support systems operate stably and is used daily by, a few dozen sales agents. This is every-day site sells tickets to airports worldwide. Ad optimization and cost was reduced by 50% with no change in sales performance. Wholesale-flights.com is popular on social media with more than 5000 followers on Twitter and more than 27,000 likes on Facebook.

Their advanced reporting system has shown them how to use only the most effective promotional channels to attract new customers.

**If you need to develop a similar project, please write us  
[hello@wave-access.com](mailto:hello@wave-access.com)**