



**DIGITAL**  
APTECH PRIVATE LIMITED

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# Case Study

For **RTG**

Zimbabwe-based Rainbow Tourism Group Ltd. is a renowned name in the hospitality sector of Africa. RTG is known for primarily providing hotels and conference facilities in Zimbabwe as well as tour operations and e-commerce.

The company has six hotels, both owned and leased. The Heritage Expeditions Africa is its tours division, while Gateway Stream provides online shopping facilities. RTG Ltd. reached out to Digital Aptech in order to develop an efficient, smooth and world-class PHP website to promote its brand offerings.

### **Client Details**

**Name:** Rainbow Tourism Group Ltd.

**Industry:** Hospitality

**Geographic Location:** Zimbabwe

**Project Duration:**

### **Problem Statement**

- As the hospitality company expanded itself through mergers and business partnerships, there has been a need for a substantial revamp in the global online booking system.
- There were service level and stability challenges with the company's existing platform
- Delays took place in implementing a global model which supported the functioning of various crucial features

### **RTG Ltd. Partnered with DAPL to:**

- To develop a world-class website that would ensure rapid growth and continuous success of the brand
- To make it easier for both existing and potential customers to book hotels, homestays and conference venues from a single website
- To help consumers purchase gifts, liquors and other items efficiently online from the comfort of home
- To endorse the hotels and venue partners that are comparatively less popular

### **Website Link:**

### **Technology Used**

**DIGITAL APTECH PRIVATE LIMITED**, a company registered in India, CIN No: U74900WB2015PTC207680

**Registered Office:** EN-34, 9<sup>TH</sup> Floor, Sector – V, Salt Lake City, Kolkata – 700091, West Bengal, India

**Telephone:** +91-33-6900 0869 /0862**Email:** [contact@digitalaptech.com](mailto:contact@digitalaptech.com)

- Language: PHP
- Framework: CodeIgniter
- Database: MySQL
- Scripting Language: JavaScript, JQuery, Ajax
- Front-End Library: HTML, CSS, Bootstrap
- IDE: Sublime, NetBeans
- Browser Supported: Google Chrome, Firefox, IE new version, Safari.
- Project management: Basecamp 2

### Extension Used

- Facebook SDK, Google Map
- Payment Gateway: PayNow

### Challenges

- Integrating a payment gateway with the website and the mobile app
- The PayNow payment gateway did not have SDK as used in PayPal for direct integration with smartphone devices
- Integrating SMS gateway along with a testing process from India, since this gateway was only compatible with Zimbabwe mobile numbers

### The Outcome of the Project

- A well-organised, responsive and smooth website that allows customers to book various services and products offered by RTG in a hassle-free way from the comfort of home
- A secure payment gateway that lets users pay for hotel bookings, venue bookings, online product purchases
- Improved user interface and website designs promoting customer experience and superior engagement
- Increased brand awareness among potential customer base and target audience

### Core Business Impact

**Customer Satisfaction:** The smooth, easy-to-use interface, attractive designs and layout with hassle-free payment facility have contributed to higher customer satisfaction

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**Operational Efficiency:** A well-functioning website has enabled users to book various products and services effortlessly, which has allowed the company to manage its operations efficiently

**Cost Reduction:** The company has been able to ramp up its operations with cost-effective staff augmentation services via Dedicated Resource Model

**Improvement in Productivity:** The development of a dedicated PHP website with a secure and compatible payment gateway ensured seamless operations that led to higher productivity and profit

**Diversified Platform:** Users can access the website on multiple platforms, such as mobile, tablet, desktop, etc. and enjoy a seamless experience without any inconvenience or technical glitch.

**Engagement Model:** Dedicated Resource Model