

Creating Better Travel Experiences with a Smarter CMS



APTARA Aptara provides smart content solutions for all kinds of business across the globe, including leaders in IT, finance, travel, publishing and more. So when one of their long-time clients, a large financial and travel services provider, needed a way to deliver targeted video training for its team of travel counselors, the Aptara group set out on a journey to find a method that would meet their client's immediate needs and grow with them.

Challenge

Members that utilize the travel service expect a high level of service from the travel counselor that answers their call. They expect the counselors to provide appropriate and dynamic suggestions to their travel questions as if based on personal experience. So how do you train disparate call center teams in a consistent and high-quality manner?

Video was the answer. And not just one or two training videos, but a plethora of custom channels the travel advisors could view to become experts on various locations around the globe. A great idea, but one that would challenge the available technology.

Approach

The Aptara team understood it would need a partner that could deliver a comprehensive solution that could not only deliver the content on demand, but also track which counselors viewed which videos and to the point of completion. Accurate analytics would be critical to the success of the training portal, and to the successful promotion of the travel locations by the counselors.

A custom portal was designed by Aptara using Microsoft technologies, but the elegant front-end would require a sophisticated content management system (CMS) that could handle not only video, but other types of content. The CMS would need to be able to play seamlessly with the portal-front end, so an open API was a must. Initially the portal would be managed by a program lead, who would have to take on the monumental task of receiving content from several different resorts, hotels, and other travel partners. So the CMS would have to not only store and distribute the video content on demand, it would also need to encode and transcode the content received, and do it efficiently.

After an extensive search, the WovenManager CMS from Wovenmedia was selected by the Aptara team to be the engine for this massive undertaking. The WovenManager CMS provided all the right features needed to deploy the training videos, categorized by channel to make it simple for the travel counselors to view topical and targeted background information so they could deliver the consulting best experience for travelers.

STREAMING TO

5,000+

WEBSITES

