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Case Study: Visas International
Presented by: Thy Nguyen
Date: December 20, 2006

Client approval: _____ Yes   _____ No

Our company information:

Branch	Tekcetera, Inc.
Address	17280 Newhope Street, Suite 15
City, state, ZIP Code	Fountain Valley, CA. 92708
Phone number	(888) 782-2600
Fax number	(714) 850-1532

Contact name	Thy Nguyen
Title	Marketing Coordinator
Phone number	(888) 782-2600 ext. 5583
Fax number	(714) 850-1532
E-mail address	tnguyen@tekcetera.com

Customer profile

Customer name	Visas International
Address	6525 West Sunset Blvd., Suite G-7
City, state, ZIP Code	Los Angeles, CA. 90028
Phone number	(800) 638-1517 or (323) 462-3636
Fax number	(323) 463-3750
Web site address	http://www.visasintl.com/

Industry	Travel Services

Contact name	Peter Katz
Title	Sales Representative
Phone number	(323) 462-3652
Fax number	(323) 462-3750
E-mail address	support@visasintl.com

Company profile

Visa International was established in 1964 by Robert Stricklin to assist international travelers with their travel document arrangements. Over the years, they have created core relationships with embassy and consulate officials from around the world. In addition, they have became the most recommended travel document provider for some of the country's most established cruise liners, travel agencies, and tour operators.

They specialize in:

- Tourist Visas
- Business Visas
- New Passports
- Passport Renewals

Every traveler seeking the assistance of Visa International will be working with knowledgeable travel agents trained to get them the proper travel documents while making their experience smooth and pleasant. Whether it is for a large tour group, an individual traveler, or a business trip, the suburb service will be received by all.

Project Overview

As the business continues to grow and expand, Visas International contracted Tekcetera, Inc. to fully redesign their current website. The new website will help increase customer traffic as well as provide a more satisfying customer experience. It will include easy-to-navigate pages, up-to-date travel information, and step-by-step application process procedures.

With the newly updated website, disparate information has been structured into manageable logical sections (stored in a database). This will allow customers to easily access the appropriate information requested, resulting in a smooth navigation flow through the website.

In order to keep their page updated with current travel information, and documentation requirements; Tekcetera implemented a custom Content Management System (CMS). This system allows authorized users to make changes using a custom toolset developed using .Net/SQL 2005 and AJAX technologies. The staff has 24/7 browser based access to all dynamic content pf the website. Training was an effortless process as the CMS employs a simple and intuitive interface, making handover and documentation fairly straightforward.

The project team also helped create content for all countries requiring visas, tailoring each page to the particular country's requirements and procedures. When entering a specific country's page, the traveler is presented with a unique 'step by step' instruction process flow. Documents are also available to download and print to make the process simpler. In addition, similar pages for passport inquiries have been created for those with specific passport questions.

Tekcetera created and implemented solutions that resulted in a site that is highly usable, visually appealing, and efficiently effective for the customer and the Visas International team. Providing these tools and features for the customer will enhance their overall experience, and thus accomplishing Visas International's primary goal of creating satisfied customers.

IT Solutions Tekcetera Implemented

Web Design – The graphic design is an original Tekcetera design. Tools employed by our design team include: Micromedia Photoshop, Macromedia Dreamweaver, and Visual Studio.Net

Databases – Microsoft SQL Server 2005 and Microsoft Visio 2005

Platform – Visual Basic.Net and C#. Net

Client - Browser based, zero desktop footprint. Technologies employed were AJAX, CSS, and JavaScript/HTML

What the Client said….

"We are thrilled with our new website! The design team (Jenna) really listened to our objectives and they were able to create the brand image we wanted on the first pass.

The development team was informative and offered many unique perspectives that helped differentiate our site from our competition to enhance the customer experience. There was a lot of back and forth, and fine tuning, and my one criticism is that I wished that the changes had been tested more before sending because we had several that had to go back and forth a few times. It took longer than anticipated, but that was a result of our (VI) not being able to dedicate the necessary resources.

We really appreciate their patience throughout the development and testing process, and in the end we were really able to have a top quality product.

Adrian Holloway has been instrumental in his recommendations as well as our early SEO program. We have been able to recognize sales results almost immediately, and we look forward to a long relationship with Tekcetera in developing our optimization plan and realizing our sales goals and bringing potential customers to the site.

I would like to thank Adrian and Andrew particularly for all of their hard work. This project was pretty complex and they really put up with a lot from me, and my changes and delays at times."

-Peter Katz