Evendo

#PIM   #pimcore   #Travel   #CX   #Retail

How Evendo Transformed Travel Booking Experience with Pimcore PIM

The Overview

Evendo is reinventing the global travel booking sphere as an Integrated Travel Agency (ITA) with roots in London, UK. Offering a cohesive platform with over 1 million accommodations and 300,000 bookable experiences across 125+ countries, Evendo is at the forefront of delivering a streamlined travel planning experience. By leveraging advanced technology and a meticulous quality enrichment process, Evendo is pioneering the travel booking domain, fostering a connection between memorable stays and immersive experiences, all within the convenience of one unified platform.

The Challenges

Evendo, a leading travel and event platform, faced several challenges in managing product information and bookings from various suppliers with inconsistent formats and high volumes, including:

- **Inconsistent Product Data**
- **High-Volume and Inaccurate Data**
- **Slow Data Ingestion**
- **Complex Booking Structures**

Features:

- **API Creation**
- **Booking Engine Integration**
- **Price and Availability Management**

- **Fast and Reliable Bookings-** Improved data accuracy ensures reliable product information and accurate booking transactions.

- **Enhanced Customer Experience-** Streamlined booking, accurate product information, and fast search contribute to a superior user experience.

- **Increased ROI-** Improved data management and operational efficiency led to a positive return on investment.

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Solution

Minds Task, a Pimcore partner, customized and deployed the Pimcore PIM solution to address Evendo's product data management challenges and improve their booking system.

- **PIM Solution:** The Pimcore PIM implementation has transformed Evendo's data management, allowing them to manage a broader range of products with improved capabilities. The PIM solution provides efficient data imports from various sources and streamlined data input processes for faster ingestion and improved performance.
- **AI-powered Data Enrichment:** By applying AI prompts to enrich product data, Evendo addressed challenges like missing product descriptions, inconsistent formats, and difficulty extracting key features. Data enrichment resulted in more informative product listings, improved search functionality, and improved overall user experience.
- **eCommerce Features:** Implemented Pimcore's eCommerce features with support for dynamic product attributes. eCommerce features helped Evendo create a more comprehensive and user-friendly experience for their customers by providing a platform that effectively handles dynamic product attributes.

Technology Stack

PIM System	PIMCORE
Back-end	PIMCORE sf Ext JS
Front-end	HTML CSS JS
Data base	MySQL elasticsearch

Know more about our PIM offerings

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