

GOING BEYOND AIRPORT SHUTTLES

The GO Group, one of the largest shared ride shuttle operators in the world, launches new, highly-configurable booking engine that enables offering multiple services to their passengers; positioning the company for growth and expansion.

THE
HUDSON
GROUP

THEHUDSONGROUP.COM



Selling more than airport transfers would help reposition the brand, & enable GO to increase revenue and build customer loyalty.

BUSINESS SITUATION

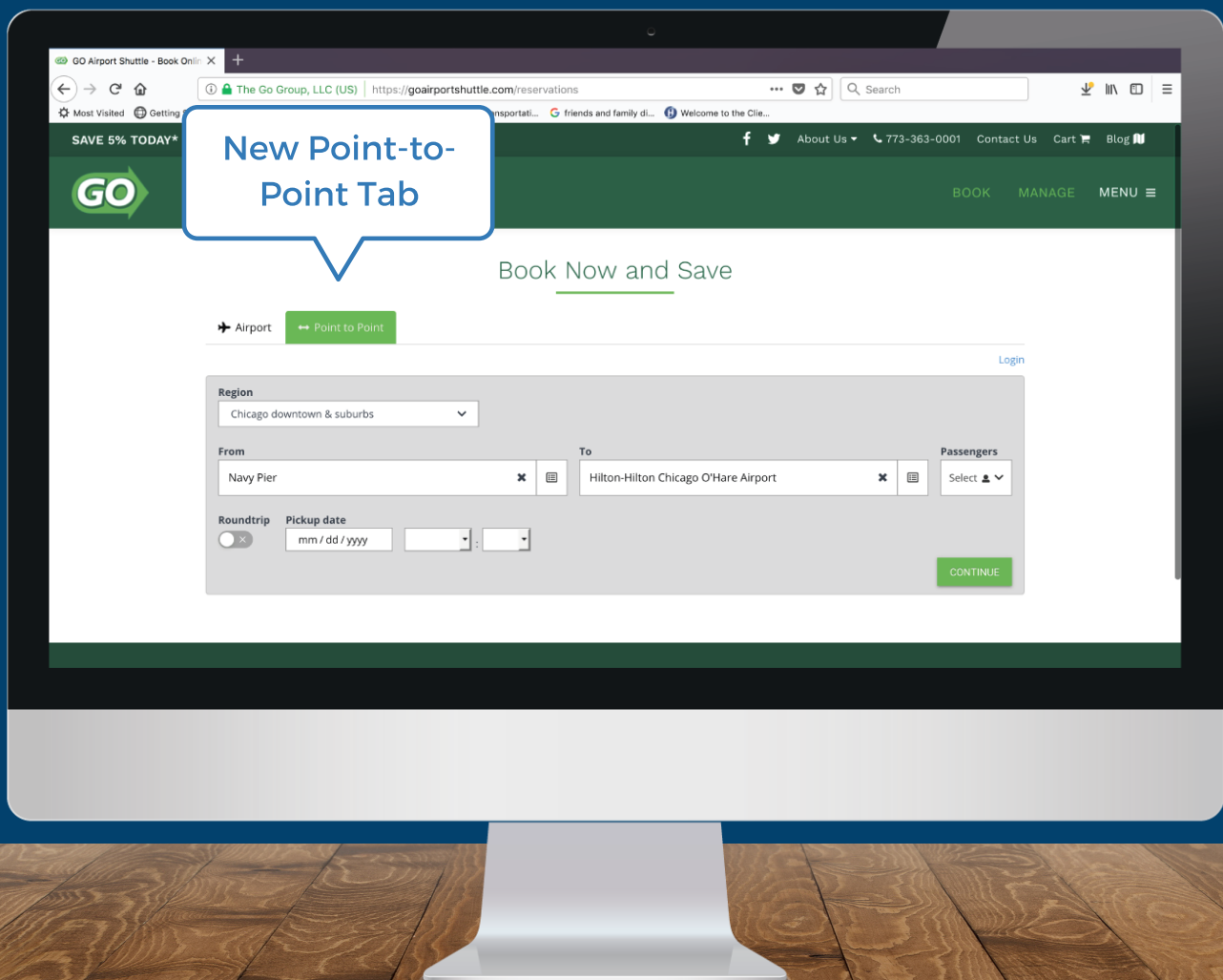
As one of the largest shared ride transportation providers in the world, The GO Group (doing business as GO Airport Shuttle), had been successful at selling its economical shuttle services to customers looking to travel to or from an airport. With the advent of disruptive discounted transportation network companies, GO struggled with how to retain current customers, attract new customers and ensure brand loyalty. GO believed offering its customers more than just airport transportation was critical to its long-term growth, but the online reservation system could only support a single service type. Adding to the complexity of the challenge, each geographically distinct market or location, is locally owned and operated. Not every provider is able to sell the same set of services.

GO needed to overhaul and modernize its booking engine to support varying services in multiple and varying locations. By upgrading to a more robust reservation platform, GO would be able to move beyond being known simply for its 'airport shuttles' and strengthen its global offerings; increasing revenue and building customer loyalty.

THE SOLUTION

The company teamed up with The Hudson Group to upgrade its booking engine to support multiple service offerings; giving GO the ability to continuously expand its transportation options as operators are able to support them. Customers can now see a new Point-to-Point tab on the booking interface that enables them to travel from one point to another non-airport address in locations where that service is available.

The Hudson Group also eliminated and consolidated reservation steps; allowing passengers to move through the booking process faster.



THE SOLUTION

Stops

1

City, Zip Code, or Place

Q

☰

✕ Remove stop

Passengers

0

Name

Address

City

Zip Code

Comments

+

Add a stop

Additionally, Hudson incorporated the ability for customers to add multiple stops to the itinerary, which gives GO a competitive advantage over other transportation services that do not offer this option to its passengers.



Consumers can also now apply promotional coupons to their ride or book additional reservations, such as airport to hotel, hotel to restaurant, restaurant to hotel, and hotel back to airport. Alternatively, those who are traveling can also book and pay for their transportation in both origin and destination cities in a single transaction; making it convenient and easier to manage a multi-leg itinerary while on the go.

Shopping cart

Navy Pier

600 E Grand Ave, Chicago IL

Hilton-Hilton Chicago O'Hare Ai...

O'Hare Airport, Chicago IL

✕ Remove

✎ Make changes

📅 Friday, Nov 30, 2018 4:00 PM

🚗 GO! Private Van

\$205.00

1

👤

\$197.50

GOWEB (remove)

The website and booking engine are hosted, monitored and maintained in The Hudson Group's secure cloud environment. It remains seamlessly integrated with The GO Group's back end ground transportation management suite, also powered by The Hudson Group. As booking requests are completed online, they are automatically allocated and sent, electronically, to the operators who will provide the services in the various locations.

RESULTS

New capabilities continue to allow GO to expand its reach and target consumers looking for more than just airport transportation. Just one month into the upgrade, the click thru rate (CTR) within the booking funnel increased significantly, while the **time required to book a reservation decreased by more than 15%** through the consolidation of steps; making it faster and easier for the end consumer. As a result, the **e-commerce rate for GO improved by more than 4%** compared to the prior period. The company is now positioned for continued growth with a system that can support multiples services, as current and new operators offering additional services are able to provide them.



**TIME TO BOOK
DECREASED BY 15%**



**CONVERSION RATE
IMPROVED 4%+**

Contact us to learn more about how we can help you
build a better customer experience.

978-531-1115
TheHudsonGroup.com