

About the company

Since 1972, El Cid Resorts has been a provider of memorable vacation destinations and resorts with a unique brand of authentic Mexican hospitality. Timeshare owners and guests flock to three extraordinary destinations in Mazatlan, Cozumel and Cancun/Riviera Maya.



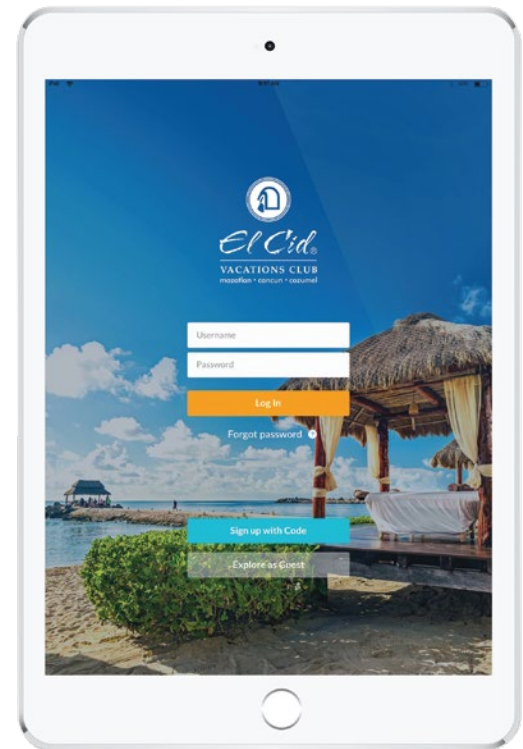
Business Challenge

El Cid Resorts offers timeshare owners access to a variety of different vacation experiences that suit their tastes and lifestyles. At the time of purchasing the timeshare, it was customary for the El Cid team to present owners with a physical book highlighting all of the features, activities, and benefits at their resorts.

As the offerings were constantly evolving, El Cid needed an efficient way to dynamically and automatically update their timeshare owners with current information -- which served the purpose of reminding their owners about the resort features and benefits, encouraging them to plan their vacations on a more consistent basis, and ultimately enhance the owner experience and El Cid brand.

What we did

iTexico developed an interactive iPad application that served as a showcase for all things El Cid, including videos, photos, activity lists and more; as well as vacation planning tools, so timeshare owners would have control over their vacation experience at their fingertips.



Industry



Hospitality / Leisure

Skills



Back-end



Front-end



UI/UX Design Infrastructure

How we did it

Using an extended team of UI/UX designers, product manager, developers and testers, the iTexico team set out to develop a responsive iPad application that would provide the timeshare owners with an interactive and mobile experience.

The resulting application was built using a responsive design so the application on the iPad would represent El Cid brand and customer experience on any device or platform; and the iPad application was connected to their customer database using Xamarin.iOS, HTML, .NET and Web API 2.0.

Outcome

The El Cid Vacation Club application serves as a digital catalog which allows El Cid Resorts to update its owners in real time with the latest information on new offerings, properties and experiences. Owners can also book their own vacations, interact and engage with El Cid services teams, and both El Cid and their owners can feel a greater sense of connectedness with the company brand - that simply wasn't possible with the paper-based catalog. The improved customer experience has given El Cid a competitive edge which it will leverage to expand its brand, and ultimately, increase its market share in the Mexico vacation ownership market.

Technologies



Have a project in mind?

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