



HOW HAPICLOUD EXTENDED IT'S INTEGRATION CAPABILITIES TO MARKETING CLOUD WITH HAPIGUEST APPEXCHANGE APPLICATION

ABOUT HAPI

Hapi was started in 2016 with the idea to revolutionize the hospitality industry. They provide end-to-end integration for their partners which helps them curate a 360-degree view of their guests. They provide time and cost-effective solutions which limit the dependence of hotels on different vendors and developers. Now, Hapi caters to the requirements of hundreds of hospitality and technology partners all over the world.

OBJECTIVES

The objective of the Hapi team was to create an app exclusive for Marketing Cloud. This app would help their new users create the standard assets that Hapi sets up for all their new users, even laymen with no prior knowledge of Salesforce Marketing Cloud. Additionally, one of the main requirements of the app was the user-friendliness aspect. They required the app to be efficient and as easy to use as possible. The aim of creating the Hapi Guest for Marketing Cloud App was ultimately to increase productivity of the Hapi as well as their users' teams.

CONTEXT

Hapi provides technical solutions for multitude of hospitality giants. They set up the sales and marketing platforms on Salesforce for their clients. These set ups consist of various high functioning data models, modes of communication and management tools. With an increase in clientele, Hapi wanted to make this process efficient in terms of time and manpower. They wanted an all-encompassing app that will help their clients set up the basic wireframe of Salesforce Marketing Cloud, all with a few clicks.

SOLUTIONS

Genetrix Technology and Hapi decided to come together for this challenging yet exciting project. After deliberation, the project was divided into three phases. Each phase would contribute towards increment in features built in the app while improvement in the existing functionalities.



PHASE I

We started Phase I with the building out of the initial story board about how we envisioned the app to look like. The data model hierarchy and its components were researched on. By the end of Phase I, we had the app with the following features:

- An easy to install app package was developed
- One-click set up of complicated data models in a client's marketing cloud org
- One-click creation of complicated SQL Queries and Automations
- User friendly and interactive interface

PHASE II

The successful completion of Phase-I brought with it a ton of creative new features that were proposed by the Genetrix Technology team to be added to the Hapi Guest for Marketing Cloud App. Since, the App was already successfully creating the data models and their associated automations in the Hapi Org, we decided to kick it up a notch. We decided to provide the users with the option to not only build their whole data model, but also to modify it as and when they wished. This was made possible by developing a separate Admin Portal for the internal team of Hapi where they would have the facilities of creating new versions data hierarchies along with keeping the tabs on the changes made in the existing structures. The new versions of data models, SQL Queries and folders created by the Hapi internal team once uploaded on the Admin Portal can then be utilized by the client through the Hapi Guest for Marketing Cloud App.

By the end of Phase II, we have the app with the following features:

- Arrangement to modify existing assets leading to enhanced flexibility of data model
- Provision of creating complicated custom data structures through the app in one click
- Feature to create data structures by uploading existing files to the app
- Ability to view and use various previously created assets as older "versions"
- Development of the Admin Portal for the Hapi internal team



"Genetrix combines both business knowledge with developer skills in a way that it's unique and that's what worked for us. One of the top things that's great about working with genetrix is that they understand our business requirements at the early stages, they ask the right questions and are able to start very quickly and it's been successful working with Genetrix"

Jonathan Reynolds

VP of CRM Solutions, hapi.

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