

Kerala Tourism-Mobile App Idea Competition

Mobile nowadays, is a necessity than a luxury and hence, anything and everything that can be done via a mobile phone reaches masses instantly.

No wonder, having a mobile app which is easy to use by consumer is the best marketing strategy for the tourism site!

Keeping the same in mind, here's "**The Idea**"

An app to respond directly to Kerala Tourism site IVR

IVR makes life easy, they are specific and know exactly where to take you to.

But they do have their minuses.

An app that skips the IVR steps by taking you directly to the required step saves time and eases operations.

Thus, the app idea involves the challenge to have IVR(Interactive voice response) for Kerala Tourism site and then applying the Mobile App on the same for quick interface and resolution.

For Eg.

An IVR is developed for a traveller inquiring for a Hotel in Munnar:

1. Select City
2. Select Date
3. Select Stay (Hotel,Houseboat)
4. Select No. Of passengers
5. Get Quote
6. Book Now option
7. Go back to previous options/Menu

Here, instead of the seven steps, the Mobile app will directly help the customer find the right choice and select it accordingly thus saving time .

Technology has advanced to a level where anything and everything is possible. Hence, this may look surprising and difficult to achieve but it could be done easily with strong technical skills.

Many technical firms are coming up with using an app for IVR responding, be it when a washing machine runs down or a payment transfer from a Bank. Hence, it wouldn't be as difficult for the customer to understand what it is for.

Thus, this unique feature will help travellers rejoice the journey of their lifetime at Kerala quick and smart😊