

# Sawadee uses Betty Blocks to connect customers with their perfect trip



**SAWADEE**  
vakanties voor reizigers

When Sawadee's website needed an update to stand out in an ever-changing market, they came to Betty Blocks partner Holder to develop a site that better anticipates and responds to customer needs. To optimally serve customers in their search for the perfect trip, Sawadee wanted the new website to have the focus on travellers' inspiration, to be user- friendly and to improve contact with customers.

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# The Application

An extensive CMS (content management system) that integrates flawlessly with the Sawadee website. The data in the CMS is what makes Sawadee's website interactive.

## Work smarter, not harder

A travel agency such as Sawadee makes the best use of its time by creating beautiful trips for its customers, not worrying about the underlying technology. That's where Holder and Betty Blocks come in.

The company was ready to see its true message, personality and presence reflected online. Sawadee was in need of a user-friendly and flexible travel platform that uses beautiful, inspiring images to give Sawadee a "face", while being optimized for maximum conversion.

## Ahead of the competition

At first, Sawadee only wanted to improve the look and feel of the website. However, during the project, Holder and Betty Blocks developed several interactive features, such as the fare calculator, that lifted the entire online product to a higher level.

Now, not only is the website aesthetically more attractive to represent Sawadee's identity, but there are also new interactive features that increase customer engagement (and conversion). This gives Sawadee a clear advantage over others in the travel industry.



**Increased travel enquiries**



**Increased organic visitors**



**Improved customer engagement**

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### Advanced CMS

Sawadee continuously processes a lot of data on a daily basis. To stay organized, every department within Sawadee has their own overview of the CMS. This allows separate roles and rights to be assigned per each user (for example, between the marketing and financial departments), so that the system can easily track information as well as give the appropriate departments control over adjustments.

With BettyBlocks, we have developed a product that inspires travellers, optimally serves travellers to find the trip of a lifetime and makes it easier to connect with Sawadee.



**Pieter Thijssen**  
Sawadee



## Key findings

Responsive design that inspires and connects with customers

Fare calculator that integrates with email

Personal call-to-actions that increase conversions

Optimized booking flow

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## Want to know more?

Want to learn more about how Betty Blocks can help you stay ahead of the competition? Check out our [blog post](#) on using Betty Blocks to integrate CRM software with an API!

**By 2023, anyone can build an application.  
The future of innovation lies in the hands  
of humans, not systems.**

This project completed by our partner:

## HOLDER

Holder is the first 100% Betty Blocks developer. With a dedicated team of fun people we have made digital transformation happen for future-oriented businesses since 2002. With a straightforward, no nonsense and a bit rebellious way of doing things, we turn your innovation into a rock-solid web application.

## FORRESTER®

Forrester VP John Rymer featured as Betty Blocks on Stage keynote speaker

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