

**Our contents have contributed to  
take our client to the next level**



← → C www.traacs.in

**TRAACS**

+91 9895437108 (India)  
+974 55802896 (Qatar)

Features Editions Add-ons Case Studies Clients News Support

**PROCESS AUTOMATION  
AND CONTROL OVER  
AGENCY PROCESSES**

Online





# Content Strategy & Creation

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Our client is a software solution provider for Travel Agency requirements, with a global client base and a lot of credibility in business. However, they want to explore travel agency's software automation space and breakthrough the fast moving and noisy digital world.





# Client Requirement

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- To create market exposure for the product.
- Create compelling content to grab attention and generate leads.
- Make travel agency's choose client's product for their software requirements.
- Drive more traffic to the site.
- Enhance SEO and attain more engaged traffic.

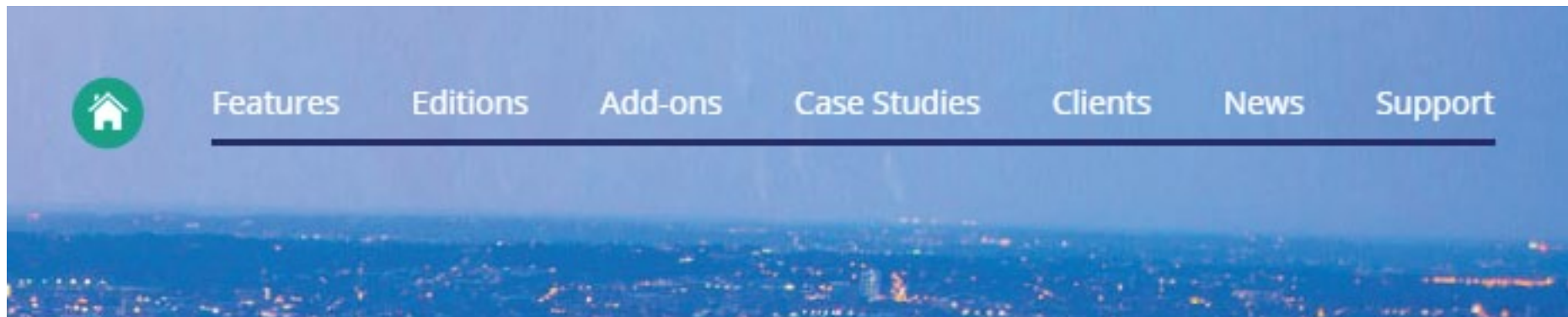




# Our Solutions

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1. Created content strategy, identifying the different sections for content.





2. Niche-specific content was created in accordance to their branding strategy.

The screenshot shows a web browser window with the URL [www.traacs.in/features/](http://www.traacs.in/features/). The page features a dark blue header with the TRAACS logo on the left and contact information on the right: a phone icon, +91 9895437108 (India), and +974 55802896 (Qatar). A navigation menu includes links for Features, Editions, Add-ons, Case Studies, Clients, News, and Support. The main content area has a blue bar with the word "FEATURES" in white. Below this, there are two sections: "DISTINCTIVE CHARACTERISTICS" and "COMPLETE BACK OFFICE SOFTWARE SOLUTION", each with a paragraph of descriptive text.

## TRAACS

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# FEATURES

### DISTINCTIVE CHARACTERISTICS

Prominent features of TRAACS makes it valuable among the travel agencies with both the Standard and the Premium Edition. Based on its characteristics it has been "Localized" for the Middle East Market and "customized" for several agencies. Localization and customization is reinforced by a unique Software Repository and Revision Control System shortly to be boosted with a semi-automated installation build and deployment system. TRAACS embraces many features and cost advantages over the other existing solutions in the region. TRAACS has proven its success and credibility by the large customer base it has achieved during a short span of three years.

### COMPLETE BACK OFFICE SOFTWARE SOLUTION

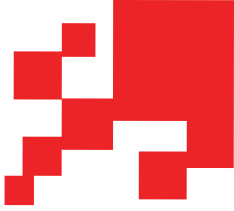
TRAACS is Nucore's flagship product, enriched with many features helpful for the travel agencies. Travel industry is getting automated on regular basis. To win this race of automation Nucore has provided a complete back office software solution.





3. Case studies were exhibited to boost the brand exposure.



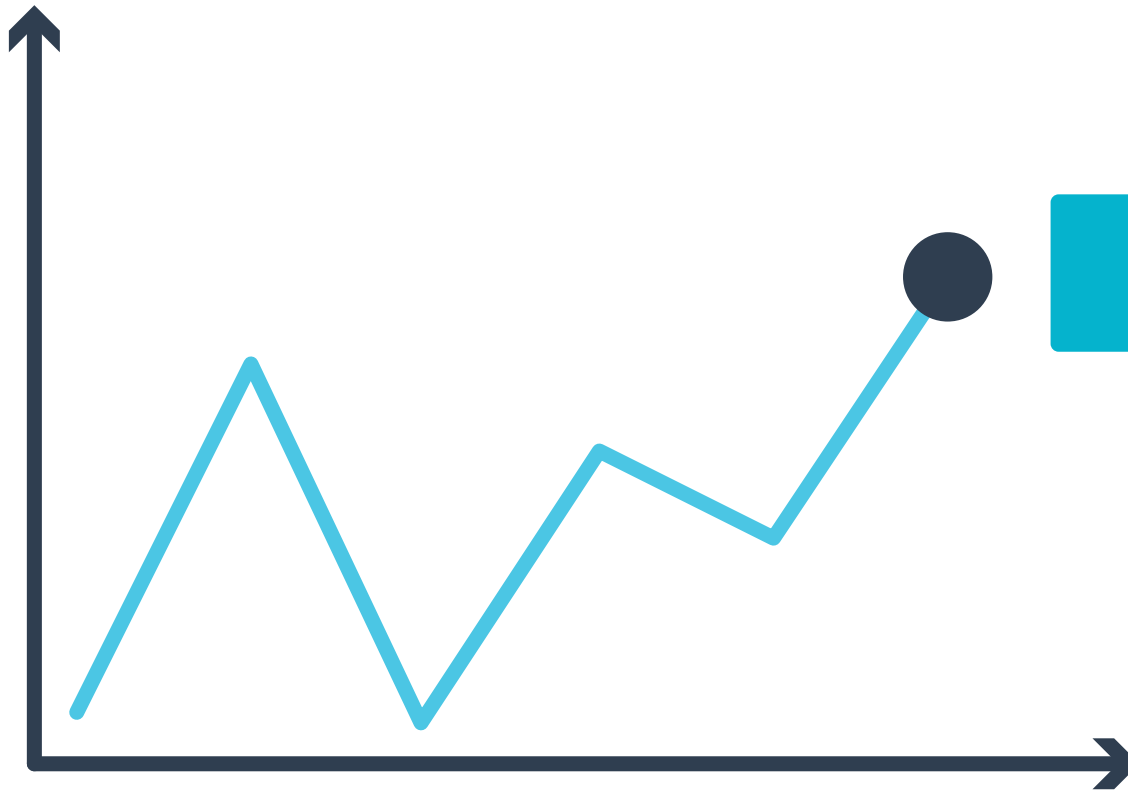
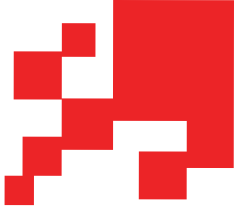


# Results

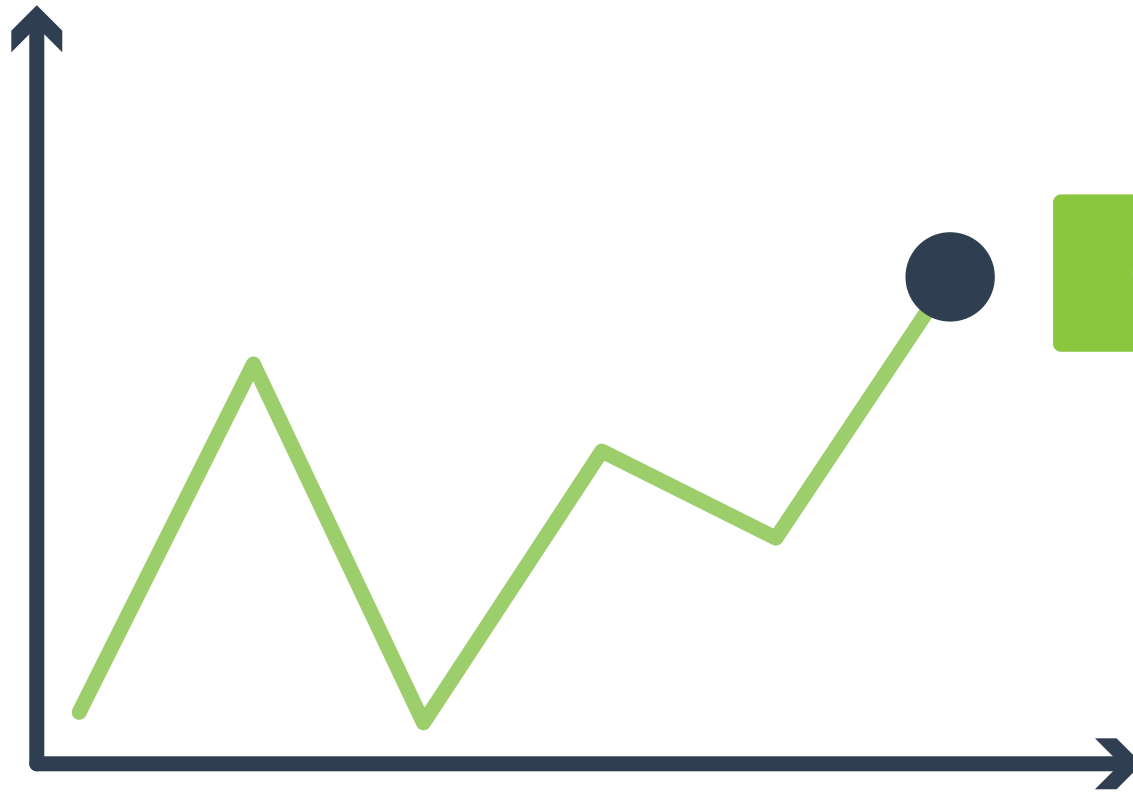
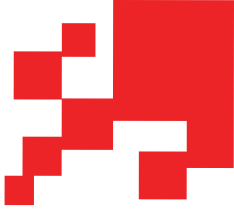
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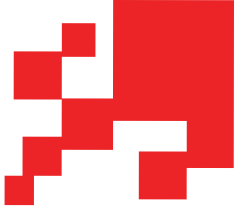




50% rise in Conversion Rate.



65% hike in traffic to the site.



Sweans helps to unify our clients brand messaging and involve audience across all medias with the blend of stellar copywriting and personalized content strategy.

We are the creators of content that converts





**USA | UK | KUWAIT | UAE | INDIA**

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Email : [info@swears.com](mailto:info@swears.com) | [www.swears.com](http://www.swears.com)