TOTEM®

Online e-commerce

## Case study of Totem's work for Heathrow Express

Client

The Heathrow Express proposition is based on a regular 15-minute train journey between Heathrow and Paddington. The brand was originally developed by Wolf Ollins for BAA who are the owners of Heathrow Express.

Project aim

Totem was presented with the problem of making this rather sublime subject (a train journey) into a dynamic brand experience, closely aligned to the advertising and promotional campaigns as well as established brand values. We were also tasked with changing the public perception of the service whilst encouraging the sale of discounted tickets via the website.

Project solution

Over the course of the last three years, Totem has worked in partnership with Heathrow Express and now AirportExpress to evolve the offering (on and off line). This has included the addition of revised content management facilities that allows the client to publish updates without requiring any knowledge of HTML.

Another addition to the website has been the inclusion of bulk ticketing capability which is predominantly aimed at the US and Scandinavian corporate market. This offers certain organisations preferential rates for travel outside of peak times.

In addition, the train tickets can now be incorporated into certain carrier's flight tickets (total journey tickets). The next stage will be the provision of WTOD (Web Ticketing on Demand). This will allow the pre-registered user to purchase a paperless ticket which can be reconciled electronically by the ticket inspector, using the reference provided to the user.
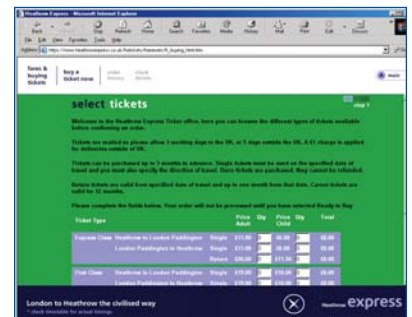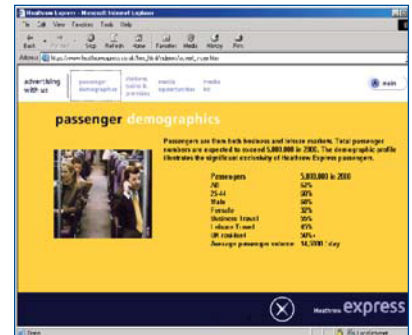
Features
- Sophisticated search using Bayesian Inference
- Integrated RSS feeds
- CMS (integrating Zippy, Notes and Documentum)
- Online training (full LMS)
- Pay-per-view
- Financial reporting tools
- Searchable media archive
- Territory specific capability (primarily Europe)
- eCRM (PwC Global)