

Client: Solution Provider for the Travel Industry
Location: USA

Client Description

The client delivers a unique travel exchange for the Travel industry. It is a flexible marketplace (B2B and B2C) where travel supplier and distributors connect. It allows travel companies to enhance their web presence with dynamic packaging of air, hotel and car rentals, while lowering cost via its network of direct connections.

The solution provides a comprehensive, cost efficient source to develop itineraries, book reservations, manage inventory, track commissions, report accounting, expand marketing and directly integrate with vendors, all in a real time environment.

This solution also provides:

- Real-time dynamic packaging
- Modular online booking engine
- Packaged cross-selling of outside inventory for supplier clients
- Outside agent, subagent and co-branding capabilities
- Seamless connections into existing legacy systems
- Full integration with accounting and other back end functions
- Customer Relationship Management tools

Business Need

The client faced a challenge in providing prompt technical support to its customers on account of a rapid demand for their solutions. There was a serious need to strengthen the technical support services. The companies using this product had their own systems and issues like integration and real time availability. As these customers were spread across different geographies, there was a need to provide support in the local business hours, and also train these new customers on the product features and configure them for optimal results.

Solution Offered

The technical support team had to have both technical and functional skills. Blue Star Infotech (BSI), with its mature Travel and Hospitality practice, was able to provide both. The Technical Support cell was setup at BSI's Offshore Centers and delivered the requisite services across different timezones. The cell takes complete call management ownership for level 1 and 2 support.

Using a 'train-the-trainer' approach and an innovative methodology called 'Virtual Class', the support team was fully trained on both the technical architecture and product features.

TECHNOLOGY

- Unix / Linux, Postgres
- Java, Beans, JMS, EJB, Servlet, JSP, Applets, XML, XSLT, HTML, Coldfusion, JSF, Struts, Facelets
- SOAP, Hibernate, Ajax, Flash
- GDS (Sabre, Amadeus, Galileo, etc), CRS, Direct connects

Benefits to the Client

- Workforce Flexibility resulting in cost-effective support operations
- Leveraging BSI's standard technical support processes procedures resulted in a quick start of the offshore support centre
- Enabled client to provide 24*7 customer / technical support in disparate geographies across the globe
- Significant improvement in customer satisfaction index for client

For more information about Blue Star Infotech:

USA	+1-(408) 235-1640	bsia_ca@bsil.com
UK	+44-020-8538 2710	bsil_uk@bsil.com
India	+91-22-2490 1870	globalhq@bsil.com

www.bsil.com