

Powering Travel Distribution

Client: Fortune 30 Enterprise Tour Operator

Location: USA

Client Description

A subsidiary of a Fortune 30 wholesale corporation, the client offers a selection of the world's most popular resort destinations, hotels, airlines, cruise lines, rental car companies and other vacation options to its U.S based members.

Business Need

According to PhoCusWright, the reason for the continued success of online travel booking was "consumer comfort with online purchasing, perception of the web as having the lowest prices and supplier disincentives for booking through other channels". The primary need of the client was to have a robust IT infrastructure that would go beyond the airline-hotel-car formula ensuring increased sales in packaged vacations through the online portal.

The problem areas were:

- High response time in the call center leading to poor customer service in reservations and fulfillment for the client's Members.
- No online presence of the client
- Islands of applications causing multiple entry of the same data by the call center agents
- Complex business rules in the content management system leading to manual data entry
- Absence of alert mechanism and adhoc reports leading to reservation and payment issues
- Absence of shopping cart feature in the call center application
- Lack of integration with the accounting system at the back-end
- Non-availability of vital information like destination-wise booking and booking types giving rise to errors in business decisions
- Limited inventory sources

Solution Offered

On evaluation of various internal systems, Online Portal Strategy was devised. It was recommended to streamline internal systems before the client could go online. As per the strategy, BSI adhered to the following steps in the IT roadmap:

- On careful product evaluation, existing Tech7 application was replaced with HyperTech Solutions' Integrated PleX® Platform in a very short span of time for meeting the business deadlines
- BizTalk Server was chosen as an integration platform for providing the requisite interfaces between various applications and the booking engine
- Integrated Call Center Application was developed by enhancing the shopping cart features, and was implemented thus making the application more interactive. This helped in reducing the response time.
- MS Great Plains Accounting Solution was implemented as the back-end solution and then integrated with mid-office call center application and

booking engine

- Common services were identified and web services were developed on a custom-built middleware
- After successful rollout of the back-office and mid-office systems, following steps were carried out for making the portal live:
 - Evaluation and implementation of Cascade Content Management System.
 - Integrating portal with the booking platform

Benefits to the Client

- Dynamic packaging, aiding multi-city booking of flights, cruises, hotels and cars
- Addition of new and enhanced distribution channels (Call Center and Online Portal) resulted in additional 30% bookings during the global economic slowdown
- The successful multi-shore development proved advantageous to the client in terms of price, scalability and quality. Client was able to achieve 40% reduction in operational cost thereby achieving significant ROI in less than anticipated time
- Reduction in call time and increase in call volumes in the call center was achieved
- Flexibility and scalability of architecture ensured integration with suppliers and third party systems without disruption of core functionalities
- The robust IT infrastructure helped the client to deliver mission critical applications faster, and with better quality

TOOLS / TECHNOLOGY

- CMS Cascade Server
- Hypertech Solution's Integrated PleX® Platform
- Windows 2003 Server
- SQL Server 2005
- BizTalk 2006 R2
- Share Point Server 03
- Active Directory
- Java™ Cryptography Extension (JCE)
- Java 2 SDK, v 1.6
- Axis2.0 & Tomcat 6.0
- JSP

For more information about Blue Star Infotech:

USA	+1 408 727 3701
UK	+44 20 8538 2710
India	+91 22 2490 1870

Email: alobalqa@bsil.com

www.bsil.com