

## Powering Travel Distribution

**Client:** A leading Ground Transportation Booking Services provider

**Location:** UK

### Client Description

The client is an independently owned business that specializes in ground transportation solutions for corporate clients. It provides ground travel management technology and fully managed service solutions in the UK and internationally to leading companies, saving them money and time.

The client's service includes an online technology platform which allows clients to book cars and manages their bookings in 500+ cities worldwide. The system provides online payment facilities and detailed management information on client spend and service partner performance against an agreed SLA. It offers a robust platform, which allows Commercial Clients to log on to the website to price & book taxi and other private hire transportation services. This platform is based on cutting edge technologies and functions as a closed system.

### Business Need

The client's technology platform allows fast, efficient booking of ground transportation across the globe. Its solutions are run as fully managed outsourced services or as online booking platforms. Most of the Travel Agents (TA) using the services of the client are Galileo GDS users. Earlier, Ground Transportation Service was offered as an independent service to the users. But the client wanted this to be integrated with other services, thus delivering an end to end journey for business travelers and enabling visibility and management of cost. An interactive UI making both the systems work together was essential. Business needs for the application were:

- Cross Sell Ground Transportation Services along with the flight and Hotel Bookings
- Rewrite the PNR with the ground transportation booking number
- Achieve Quicker booking Cycle
- Keep easy track of the services offered to the end customer.

### Solution Offered

The client's highly professional and demanding customer base from the Pharmaceutical, IT, Manufacturing, Telecom and Financial Services sectors required it to deliver a very high quality of service. In order to provide a cost effective solution and avoid GDS fees, Blue Star Infotech (BSI), a leading provider of travel distribution solutions, developed a booking builder application which extracts the data from GDS screens and populates the client's application.

The application then processes the information which includes passenger details, flight details and facilitates easy booking of ground transportation services.

Once the booking is completed, the PNR in the GDS is updated in the same session. If the session is lost, flexibility is provided in the application to store the data and update the PNR in the new session of the GDS.

The Core features provided in the application were:

- Booking of Ground Services
- Amend/Cancel Ground Services
- Rewrite the information in the PNR Record
- Offline mode operation
- GDS Replay Tool
- Key Board Configuration.

### Benefits to the Client

- Single Booking Window with interactive UI
- Ability to package additional services in GDS generated PNR
- Lower Cost per Transaction
- Quicker Turn Around Time (TAT) for the Agents
- Unique Tool for Booking flight and ground transportation together
- All Errors handled properly with well laid mechanism.

### TOOLS / TECHNOLOGY

- Focal Point 3.5
- MS Windows 2003
- ASP. Net
- C#
- XLM, XSLT, SOAP
- SQL Server 2005

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