



Client Case Study – CGM

Client Overview

CGM is Myanmar's leading Online Travel Agency and Online Payment Wallet provider. Through their brand 'Go Auto Ticket', they provide end-to-end travel-related services, including domestic and international air ticketing, hotel bookings, holiday packages, bus ticketing, rail ticketing and additional services from every nook and corner of Myanmar.

Executive Summary

- CGM being a company with their own online payment wallet (OK Dollar) and presence in other industries, wanted to leverage the same and enter the travel segment with an enterprise-grade system
 - Their main goal was to cover the bus ticketing market which has huge potential in Myanmar
 - They also wanted to become a wholesale distributor for Hotel and Flight inventory and establish themselves as one of the leading OTAs in Myanmar
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Client Requirements

- Their main requirement was a centralized platform to help them aggregate and manage various inventory suppliers
- Additionally they also wanted to have every module on the platform to be accessible on mobile devices due to limited knowledge of computers in their country
- They are the first aggregator of Bus inventory in Myanmar and aim to become a leading local supplier for Hotel and Bus inventory using TravelCarma's Channel Management solution (E-IMDP)



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How TravelCarma Helped

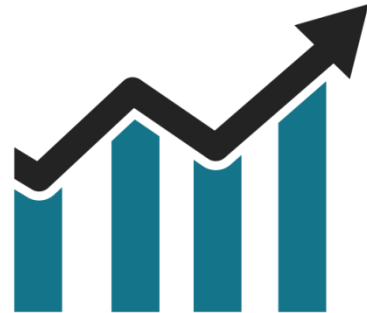
- TravelCarma provided CGM a complete online booking solution for its B2C clients & B2B agents.
- TravelCarma also provided them Mobile Apps with real-time location tracking and QR code based ticketing and validation for end users and sub agencies. This allows them to make bookings using mobile devices which solved their problem of computer literacy
- For Hotels we provided them our channel management solution(E-IMDP) which can allow them to add local contracted hotels as well as our Data Exchange Switch(TDX) to allow them to aggregate hotel inventory from third party suppliers
- We provided a completely automated 'book now pay later' feature. If a user does not confirm the booking, it gets auto-voided thus saving a lot of manual work.
- We also built a third-party XML (Open Travel based) connection for more inventory and reservations.
- TravelCarma incorporated an advanced business rules engine controlling which suppliers receive particular requests, how the responses are handled and aggregated other business logic functions including sorting, filtering results, removing duplicates, applying mark-ups, commissions and discounts.
- We built a solution that handles multiple requests in tandem against each supplier system. The business rules engine determines the option parameters sent in each request. This allows large amounts of data to be gathered to support availability checks for multiple properties, or to drive additional search requests when too few hotels are found for the user's exact search criteria.
- TravelCarma has also built a one-of-its-kind rule engine which can allow CGM to set some predefined rules based on Gender, Time, Date, Location, Booking Duration and many user defined parameters which can allow them to manage pricing on real time basis
- TravelCarma provided a Burmese language portal (multi-lingual and co-branded)
- We also provided our inbound XML API services to aggregate feeds from multiple suppliers.



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Results

- As a result of the solutions provided by TravelCarma, CGM now handles 500+ Bus Operators on same platform, making it the largest bus aggregator in Myanmar.
- Moreover, our platform helped them aggregate their entire third-party inventory, including 200,000+ hotels and all major domestic airlines.
- Using TravelCarma's solution, CGM was able to become one of the largest online travel providers in the country.
- We also automated their cross sell process and increased their revenue by over 300%.





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TravelCarma offers Multiple Benefits on a Single Platform



- Higher Sales & Distribution 
- Easier Inventory Management 
- Faster Quote Creation 
- Centralized Booking Management 
- Accurate Tracking & Reconciliation 
- Better Revenue Management 

Contact us for a Quote Today

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