

Client Case Study - GOTADI



We selected TravelCarma after rigorous vendor selection process. We communicated our plans and ideas to TravelCarma, and their experienced team rapidly brainstormed all the cases, asked questions, shared knowledge and sometimes argued and finally provided the most accepted solution. – CTO, Gotadi



Client Overview

Gotadi is the first online travel booking system in Vietnam providing fully automated booking and payment feature for airlines ticket, hotel and tour operators. It also provides integrated travel information feature for travelers.

Executive Summary

- The client needed a lot of modules from flight, hotels, tours and activities to unique ones like free and easy bookings
- The challenge was to aggregate from several XML suppliers, especially the ones with primitive technologies
- They also needed a B2B system where agents can book for customers

Challenges

- Aggregating and presenting all the supplier feeds (from their multiple travel suppliers) through one booking engine
- They also wanted Flexi fares module for Air
- Providing role based access to 300+ B2B travel agents and to manage agent markups and commissions from a single interface
- Currency conversion as per the local market rate. A rounding off to 1000 feature was also needed
- Multiple payment gateway integration was needed to cater to all customers
- They also needed a module to cross-sell Flights and Hotels

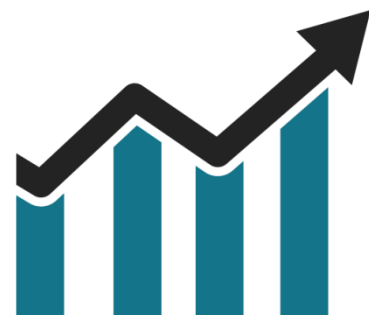
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How TravelCarma Helped

- For Tours, we provided a daily itinerary and complete tour package builder module
- We automated the cross sell process and increased the sales
- CRS applications supported the customers for online bookings sans any middlemen
- 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 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 markups, commissions and discounts
- TravelCarma 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 provided a Vietnamese language portal (multi-lingual and co-branded)
- We also provided our inbound XML API services to aggregate feeds from multiple suppliers

Results

- Using TravelCarma solutions, Gotadi was able to provide a complete online booking experience to its clients & B2B agents at best rates.
- As a result of the solutions provided by TravelCarma, Gotadi became one of the largest OTAs in Vietnam, handling 2500+ end customers



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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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