

Case Study – Travel Concierge



The features and flexibility of the solution along with the expert advice and support from the TravelCarma team allowed us to drastically improve the efficiency of our business processes. They helped us deliver better service to our customers and improve concierge performance –
Director



Client Overview

The client is a leading provider of concierge services in Asia-Pacific, with offices in over 25 countries and annual booking revenue of over 100 million USD. They have a B2B2C model wherein they partner with large financial services companies and provide concierge services to the premier clients of these companies.

Executive Summary

- The client wanted an internal reservation system to allow their concierge staff to make real time hotel, air & car bookings on behalf of their clients
 - They also wanted a Self-service tool for end customers (B2C) to make real-time hotel, air, car and vacation bookings without needing to come through to the Concierge to book.
 - They wanted these systems to connect into their CRM and Rewards Database to capture customer data and to pass loyalty points to bookings
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Problems Faced by the Client

- Lack of an online system meant that the concierge work flow was time-consuming with repetition of tasks & manual errors across the booking process.
- The concierges had to log into multiple supplier websites to search products, compare prices and build quotes

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- They did not have a tool for managing bookings and tracking commissions against the bookings
- They also did not have automation of pricing and business rules and concierges had to manually apply the rules on each booking which was time-consuming and led to inconsistencies
- Owing to the lack of CRM integration, the concierges had to manually pull customer data from the CRM, work out loyalty point conversion for the booking and then manually update the CRM after every booking.
- Even their accounting, including reconciliation with the suppliers and commissions receivable from their partner companies had to be done manually which was resulting in lost commissions
- Moreover, their clients were demanding a B2C interface where their end customers could access content and make the bookings themselves, particularly for low-value transactions

How TravelCarma Helped

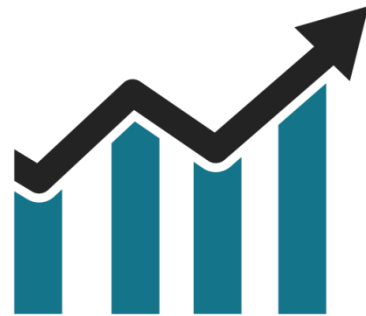
- We provided the client a complete travel concierge platform with front office tools for both concierge employees and end customers along with a mid-office system for booking management and business rules automation
- The concierge front office allowed the concierge employees to access real-time content from multiple suppliers on a single interface, and make bookings on behalf of the customers. So when the customer calls the concierge, the employee would search options, compare fares, put together a bunch of options into a plan and email the quote to the customer. Based on customer response they can either go ahead and book the plan or modify the options. The customer can even log in to the self-serve portal and see the plan.
- We provided a shopping cart feature so allow the concierge employee to add multiple products into a basket and book them all in a single transaction to save time.
- To further improve concierge productivity, we provided them with the ability to copy and reuse trips for other customers but with the latest prices

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- For end customers, Self-serve B2C portals with shopping cart were provided to offer real-time search and book capabilities for flights, hotels and cars
 - The self-serve portals were co-branded with support for multiple languages and currencies to fit individual clients and the geographies their end customers are based in
 - The system included a reward program logic allowing the client to configure reward points and automatically apply those rules to redeem the points against the bookings. This afforded customers the flexibility to pay both by card/cash and points. The system was integrated with an external reward database via API
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Results

- By providing a single travel booking platform catering to self-service, concierge and mid office capabilities, TravelCarma helped the client increase customer satisfaction through enhanced capabilities, reduced operating costs as well as drove additional revenue
- It improved the overall experience for end customers, helping the client provide greater ease of use, personalized recommendations for luxury travel packages, destination ideas as well as great offers to choose from
- It reduced the overall turnaround time for concierges, by allowing them to quickly provide options via phone, email and chat in a structured format with pictures of properties/hotels, airplane seats and more without manually creating itineraries. This in turn improved concierge productivity and job satisfaction
- The mid-office automation and reporting increased commission collection, allowing the finance department to quickly reconcile commission collections and see what is still outstanding.



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TravelCarma offers Multiple Benefits on a Single Platform



Higher Sales & Distribution 

Easier Inventory Management 

Shorter Turnaround 

Centralized Booking Management 

Accurate Tracking & Reconciliation 

Better Revenue Management 

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