



Case Study

enchanting TRAVELS

Client Profile:

Enchanting-Travels is luxury travel provider. It was established in 2004 by INSEAD MBA graduates with an aim to provide handpicked travelling experiences.

Enchanting-Travels has an international presence, with offices in the USA, UK, Germany, Africa, Asia and South America. They have served more than 22,000 guests. They recommend plans that blend with traveler's personal choice from their vast knowledge about destinations. They also provide round the clock support during travel.

Tecnology Used:

Ruby on Rails, PHP,
WordPress, CodeIgniter

Business Situation:

Enchanting-Travel creates a completely hassle-free and unique journey for its customers. Traveler transaction data is captured and a customized proposal is prepared and sent to the seeker. A personalized itinerary with details such as flights and hotel bookings along with activity list is prepared and shared with the travel seeker. This process at the client end has been completely manual. With most part of the interaction in hotel or travel bookings done by team coordinator the process was very time-consuming. Recently a CRM tool was set to automate the process. However this called in a need to integrate CRM with internal system which holds all the trip database. To create targeted offers and trips, an understanding of traveler's mind-set was required. A comprehensive and an automated process to generate personalized trips and to capture the customer's intent also had to be devised.

Solution Approach:

Compassites did a detailed analysis of technology and system and automated the processes where required.

As a first step toward customizing a centralized CRM automation jobs were created. This automation is significant as it acts as a bridge between the web and the CRM tool. A lead in form of traveler interaction coming through the website is automatically transferred to the CRM tool. This helped to easily record the traveler conversation. Features were incorporated to capture travelers' interests and favorite countries of travel. This helped the marketing team to analyze traveler's online behavior and to run focused campaigns to pitch the right offers and trip plans.

All interactions were captured from forms like booking forms, feedback forms, etc. Reports was generated for all the filled forms from website or hand written and the queries taken over phone calls. This enabled seamless transfer of data to CRM tool. Field enhancements were worked for the forms. A trip reward form used to reward the coordinator of a particular trip was previously a paper form. This form was moved online. Many supplementary modules for forms were created and improvements

were rolled out.

Travel maker, an important product that strongly integrates all essential business functions into a single system was developed. Travel seekers who want to take a trip would make a request via website, phone or email. A trip consultant would take care of the interactions with customer and would come up with a proposal. To put up a proposal the advisor used to manually get the required information from guest. Then a database for itineraries would be searched and by making necessary modification a customized itinerary document would be mailed. Now Travel maker is used to save time and speed the process.

Travel maker imports all of the initial data and maps it to Travel Studio. Travel Studio holds all the details of the trip like Hotel bookings, Flights, fun activities, etc. Travel maker searches this database with parameters drawn from traveler enquiry and generates a customized itinerary. The itinerary is shared with the travel seeker as a download link.

Travel maker has increased the rate at which request to proposal is served by 5X. A process which used to take 4-5 days for an enquiry from guest to submission of proposal has now been done in just one day. This solution has considerably brought down the resource and time required to manage travel and make a trip plan.

All these solution has been functional to optimize the pre-approval and travel reporting process. Enchanting-Travel with this solution has been able to take complete hold of their processes.

On the implementation side agile development methodology was followed. Frequent release cycles were planned to accommodate requirement changes. A solution with shorter workflow, enhanced quality and optimized functionality was delivered. The stated goals were met and a business-focused solution was developed.

Benefits & Results:

- ❑ Automation has increased productivity
- ❑ Analysis and data capture has become easy
- ❑ Increased the percentage of conversion
- ❑ Reduction of manual work and human error
- ❑ Better customer engagement

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