

# I-Safe to reduce Retail losses (Tools)

## About the client



Our Client is a leading global online travel company that uses innovative technology to enable leisure and business travelers to research, plan and book a broad range of travel products. They own and operate a strong global portfolio of consumer travel brands, and corporate travel brand.

## Business Requirement/ Problem Statement

Bookings received in multiple GDS queues are broken down into different sub-functions and assigned to agents manually. These are fresh & existing reservations that require ticket issuance, exchanges, payouts, refund & cancellation request or schedule change transactions. Manual workflow and assignment of 5000+ bookings on a daily basis led to weak governance and control of PNR movement causing difficulties in prioritisation of bookings on the basis of a defined completion time line, incurring huge monthly losses due to missed deadline instances.

## Methodology

Technology upgrade

Knowledge Management

Reporting Improvement



## Goal

- Reduce Retail Losses
- Ensure systematic workflow and priority management
- Improve reporting and governance

## Approach

- Intelenet, in partnership with its client, worked on evaluating different alternatives available in the market to counter the constant problem of missed deadlines leading to retail losses. None of the available products suited our requirements. To counter this, a crack-team consisting of SMEs from Ops, Technology, Analytics & Process Excellence came together & conceptualized i-Safe
- This tool has the ability to interact with all the five GDS, collate raw data, prioritise on the basis of defined urgency and distribute work automatically which is so far unique in the market
- Some of the key features of i-Safe that ensured whopping 50% reduction of Retail losses:
  - Automated workflow for case assignment based on staff profile
  - Priority based queue management
  - Better governance of timelines and timely processing
  - Real time analytics and dashboard

## Tools Deployed/Used

- i-Safe



## Impact

- **\$160,000** upfront savings & **5 % reduction** in staffing requirement
- **50% reduction** in retail loss estimated through better governance of timelines and timely processing
- Enhanced end customer experience to assist in repeat business and better VOC
- Seamless integration on account of any brand/queue introduction
- Real time reporting & Automated dashboard generations