



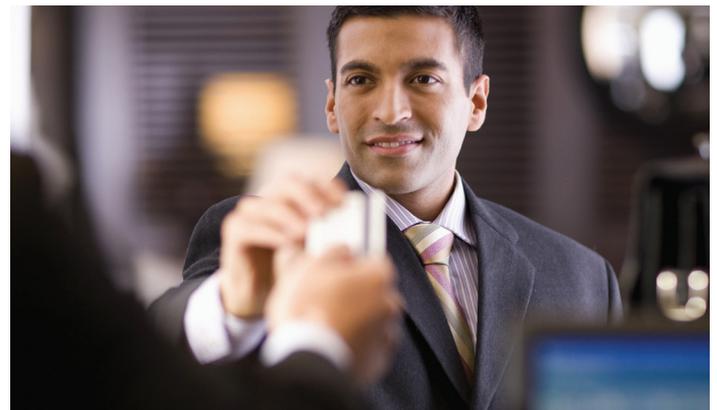
INFOGAIN CONTENT MANAGEMENT SOLUTION DELIVERS IMPROVED CUSTOMER ENGAGEMENT PROCESS, REVENUES AND CONVERSION RATES AT A LEADING LUXURY TRAVEL ORGANIZATION

The Client

The client is one of the world's leading travel organizations providing tailor-made luxury holidays and has won over 170 awards for its holiday services. The client currently offers the widest range of travel products with a huge choice of holidays, from tailor-made itineraries to escorted tours throughout the world.

Business and Technical Challenges

- ▶ Need to introduce contemporary technologies into core business and anticipate changing market demands to remain competitive.
- ▶ Need to improve customer experience for the niche customer segment, highlighting personalization as a key differentiator.
- ▶ Provide customers an opportunity to seamlessly interact with their store teams nationwide and later expand the similar experience to other platforms including mobile.
- ▶ Challenges in offering both traditional “brick-and-mortar” and web based services. The client faced various challenges pertaining to application integration and business workflows such as:
 - ▶ Upscaling AS/400 mainframe environment
 - ▶ Setup of an exhaustive integration framework to connect peripheral systems with mainframe
 - ▶ Change Management
 - ▶ Rapid technology enablement of their personal travel experts



BUSINESS AND TECHNOLOGY DRIVERS

- ▶ Integrate contemporary technologies into their core business and meet the changing demands
- ▶ Provide customers an opportunity to easily interact with their store teams nationwide.
- ▶ Expand to other platforms including mobile.



Solutions & Scope of Work

After careful analysis of how business transformation can provide exceptional customer engagement processes and new revenue streams, the Client evaluated several service providers and available solutions and eventually chose Infogain for its ready solution framework (Mobile Vacation Planner), deep domain knowledge and wide experience in the travel and hospitality sector.

In a phased approach, the Infogain team began by developing an innovative customer documentation system and interaction follow up tool which has enabled their Personal Travel Experts to create personalized, informative proposals and ensure consistency of communication.

This tool also brings together a host of solutions for personal travel experts to easily create and refine a flow of activities for effective follow-up and accelerating the growth of relationships and revenue. This solution comprised:

- ▶ Customizable Dashboards for personal travel experts
- ▶ Customer Data Management
- ▶ Itinerary & Booking Management
- ▶ Proposal Management
- ▶ Pre and Post departure task buckets
- ▶ Notification Engine

Key Benefits

Infogain's solution for the client has:

- ▶ Transformed the way Personal Travel Experts work, enabling them to deliver more personalized and informative proposals and effective follow-up with customers.
- ▶ Enabled Travel Experts to create tasks easily and follow-up with prospects based on the stage of their engagement such as evaluation, pre-departure or post-departure.
- ▶ Client's stores can now generate, track and follow-up proposals using a single application and provide an exceptional level of service.
- ▶ Improved revenues via automated Sales Process
- ▶ Provided better conversion rates due to high level of personalization
- ▶ Delivered real-time measurement of PTE/branch performance
- ▶ Reduction in operational cost due to integrated application framework
- ▶ Enabled a faster turn-around time (devised a 4-step personalization wizard)

**This project was delivered by an organization subsequently acquired by Infogain*

