

GIGI (Flight B2B Portal) TravelBrands

Project Description

- Our client is one of the North America's leading travel groups. Their multichannel distribution network contains several brands & manifold subsidiaries. It caters to 14000 agencies worldwide in the B2B Flight Booking domain.
- They expected a solution comprising cutting-edge technologies and a streamlined user experience that enables the organization to upscale revenue generation activities, online booking management, GDS compatibilities, customer support & maintenance.
- The Project led to an efficient & robust B2B flight booking portal catering to numerous agents worldwide. It transformed their existing user experience and exponentiating their revenue generation initiatives and overall operations for their end customers & travel enthusiast.

Client Description

- The client is one of the largest travel companies in Canada. It is a one stop shop for all the travel needs. They are active in both the wholesale and retail travel industry.
- They offer a wide range of travel options – including flights, hotels, cruises, attractions, rail passes, car rentals and more.
- They aspire to fulfil all wants & needs of travellers, including lucrative discounts, the best prices, diverse selection, and utmost convenience.

Main Focus (Problem Statement)

Our client attempted consulting through inhouse teams, procured external support but failed to solve the problems that became the main objective for the Techspian Team from Tech & Digital Transformation side.



They were looking for a breakthrough in:

- Collating multiple Individual complex platforms into one single booking management platform for agents
- Existing system was inefficient and had a separate dependency of user workflows.
- User experience was scattered and disintegrated.
- Maintenance was costly and strenuous.
- Legacy system had no upgrades since inception making its management more gruelling for agents.
- Was not up to the mark with GDS such as Sabre, Amadeus, etc.
- Migrating to latest tech stack, high level latest upgraded APIs that will assure consistent results.

Key Offerings

Our client chose Techspian as their core technology provider. Our experienced team of experts implemented complete solutions through specified stages.



- ▶ Technology Consulting
- ▶ Bespoke application development
- ▶ GDS integration and optimization
- ▶ Cost optimization
- ▶ DevOps & SRE
- ▶ Requirements elicitation and prioritization
- ▶ Project Roadmap Definition
- ▶ Technology Implementation
- ▶ Service Delivery and Monitoring
- ▶ Analytics and Insights

Techspian provided the following systems after deep research and engagement with the client.

- ▶ Development of the upgraded system
- ▶ Maintenance & Support to agents for streamlined booking experience
- ▶ Security aspects of agent's mechanism with regards to DevSecOps, Cybersecurity, prevention from data breach

Technologies Used



Solution Achievements



- ▶ The Platform reduced Complexity by 80% in Agent Lifecycle management & error handling.
 - ▶ Met Customer expectation & stopped rising fraud.
- ▶ Offers 40% discounts consistently to end customers & agents with efficient & smooth booking experience.
 - ▶ Operational Cost reduced by 50% for bookings management endeavours.
- ▶ Processing of new deals & flight bookings got 65% faster.
 - ▶ 3X revenue growth within a year of migrating to new portal.
- ▶ B2B customers increased by 1.5X within a year.
 - ▶ Up to 10000 Loyalty & Rewards Points per head offered for customer retention & brand loyalty.
- ▶ Bringing it at par with the GDS and state-of-the-art system
 - ▶ User could reprise the booked PNR again to get the cheaper fair (Gigi / Non-Gigi)
- ▶ Contract Management system capabilities
 - ▶ Profile management system of Agents