



## ENGAGE:Travel– Feed your Revenue

Our Client identified an issue with customer perception of the holiday offers on their website. The source of this poor perception was two-fold, firstly the "age" of the offers appearing on the site, secondly the discrepancy between the advertised cost of offers and the final figure paid.

### Client Requirements:

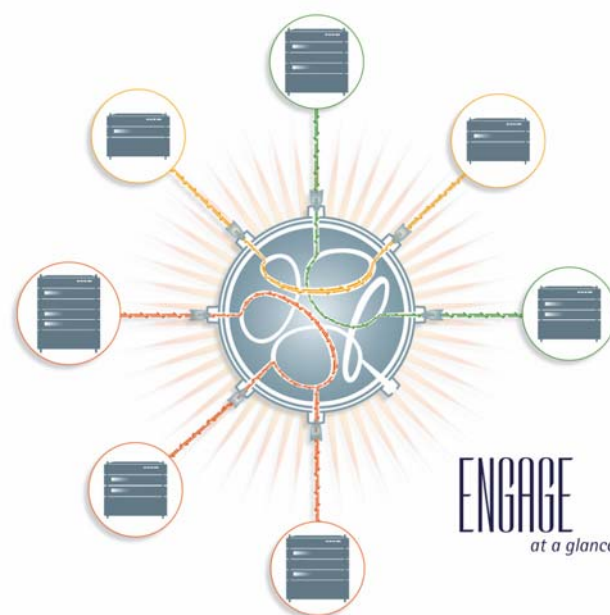
- Our client receives over 50 data feeds in a variety of different formats from various agents and prime vendors. They were manually loaded onto their core Holiday Offers Database to allow the general public to access the offers via a web enabled search engine.
- The twice daily manual loading process meant that the general public were searching on data that was potentially up to 24 hours old. This delay also made it difficult for the compliance team to identify which suppliers were also advertising offers at prices lower than their actual cost.
- In addition every feed was implemented and supported by a bespoke IT function and the whole process lacked flexibility and urgency. Data feeds from new suppliers often took several weeks to design, build and integrate which resulted in lost revenue opportunity.

### The DBFS Solution

The primary DBFS objective was to improve the overall customer experience through enhanced management of the data feeds; we additionally offered greater control and visibility over the content and status of the feeds.

- The connectivity and automation modules of Engage:Travel enabled the complete connectivity and automation of all data feeds from all of their current suppliers. The feeds were then immediately available for searching by their customers.
- In addition to improve the "age" of the searchable data we increased the frequency of loading from twice per day to twice per hour.
- Several new data sources were also added and the Engage process wizard proven the systems ability to reduce the time to enable the adoption of new live feeds from several weeks to a few hours. This is now realising immediate return in revenue.
- DBFS also built bespoke management reporting feeds out to the Supplier Compliance Team. This helps ensure the quality of the information being loaded and allows the team to check the validity of the information they receive.

The Clients overall process of collecting, reformatting, deduplicating and loading the Holiday Offers Database is now fully automated, and systems are in place to monitor load success, data currency and supplier compliance.



### Additional Opportunities

Our client is reviewing the following business processes:

- Collecting data from Content Providers
- Controlling Content Feeds
- Automate Application of Billing Rules
- Track and Report on Advertising Revenues
- Compare Web and Database Analytics