



## Personalising Customer Experience in Dynamic Packaging for a Leading OTA



## Client Overview

The customer is a leading global online travel agency with operations in over 75 countries. With focus on improving customer experience, they continuously look to enable flexible and faster methods to offer travellers a vast array of options like flights, hotels, and other aggregated travel and accommodation services.



### The Context

The large population of millennials demand flexible travel packaging options to choose from, without spending too much time and effort. The customer wanted to offer more flexibility in their dynamic packaging ability to match the growing needs of today's travellers.

### The Challenges

#### Limited Packaging Options

The existing system could offer only limited options as bundled packages without any flexibility in customising individual products such as flight, hotel, or cars.

#### Complicated User Billing

When packages were booked, often multiple line items appeared in the credit card bills, which was confusing to the eyes of the traveller.

#### Pricing Discrepancy

As a result of dynamic changes in product offerings and pricing, travellers could see disparity in the pricing that was offered initially.





## The Solution

The customer wanted to improve the end-user experience of their dynamic packaging service and empower travellers with more flexible package options. IBS, as the technology partner, proposed and built a powerful dynamic packaging solution that transformed the customer's packaging platform by introducing efficient inventory management, package workflow management, pricing management, and payment integrations.

### Highlights of the Solution

#### Expansive Packaging Capability

The solution was able to bolster the customer's packaging offerings significantly. They could now offer a wide variety of packaging options that offered customisation of individual items like hotels, flights and cab services within a package.

#### Single Booking Experience

Travellers could avail of hotel rooms, flights, car rentals, activities, and other package services from a single booking in real time with inventories from multiple vendors and partners of the customer.

#### Personalised Pricing

With the introduction of machine learning tools, the customer could provide travellers with price offers with minimum discrepancies which brought them repeat bookings.

#### Simplified Billing for Travellers

By adopting an integration payment solution, the customer was able to offer a single billing experience to the travellers.

#### Improved Agent Operations

In order to provide flexibility in post booking needs, an additional servicing capability was introduced for call centres and agents, to discover and modify individual products within a package.



## Key Outcomes

As a true partner, IBS was able to deliver the solution aligned to the technology environment of the customer and enabled them to create a substantial impact in the customer experience and performance of the business. The customer continues to develop newer business models and opportunities with IBS as a strategic partner.



**15%** growth in business post solution implementation

**20%** growth in repeat business volume





## About IBS Software

IBS Software is a leading SaaS solutions provider to the travel industry globally, managing mission-critical operations for customers in the aviation, tour & cruise and hospitality industries. IBS' solutions for the aviation industry cover fleet and crew operations, aircraft maintenance, passenger services, loyalty programs, staff travel and air-cargo management. IBS also runs a real-time B2B and B2C distribution platform providing hotel room inventory, rates and availability to a global network of hospitality companies and channels. For the tour and cruise industry, IBS provides a comprehensive customer-centric, digital platform that covers onshore online and on-board solutions. IBS Software is a Blackstone portfolio company and operates from 11 offices across the world.

Further information can be found at <https://www.ibsplc.com>

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