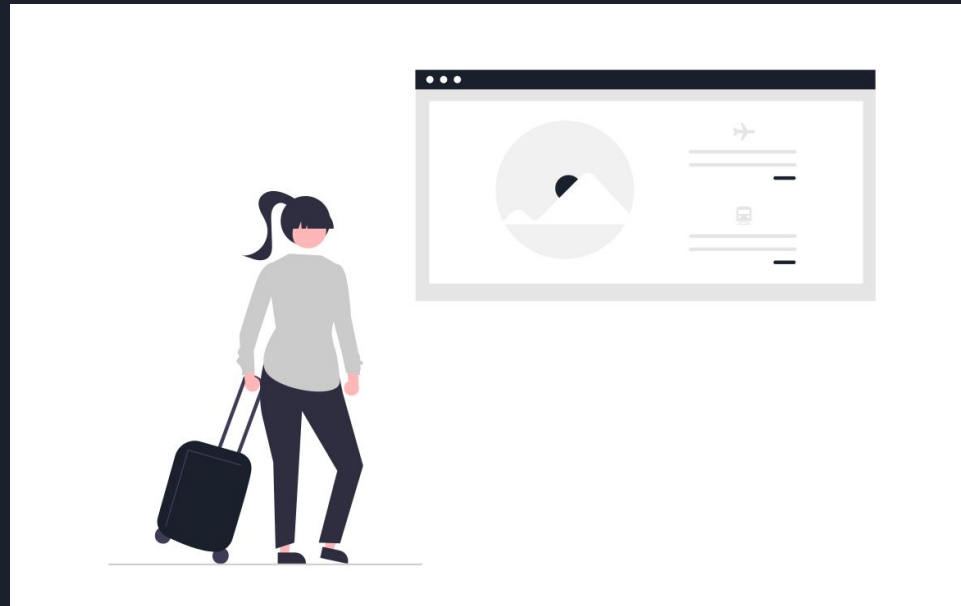




Reducing Booking Time by 40% and Increasing Customer Engagement by 30% for an Online Travel Agency



Quick Book Solution



Customer

Leading Online
Travel Agency in Asia
Pacific



Business Domain

Travel



Solution

Quick Book



Tech stack

Appian BPM, Maria DB

Business Challenge/Need

An online travel agency (OTA) was struggling with a slow and fragmented booking process that required customers to input the same information multiple times. As a result, customer frustration was high, and conversion rates were lower than expected. The OTA needed a solution that could speed up the booking process and enhance the customer experience, particularly for repeat customers.

- **Low Conversion Rates:** Customers often abandoned their bookings due to the time-consuming process.
- **Fragmented Booking Process:** Multiple steps and data entry points led to a slow and cumbersome booking experience.
- **Lack of Personalization:** The system did not offer personalized recommendations or rewards for returning customers, reducing customer loyalty.
- **Poor Customer Experience:** Slow response times and redundant data entry were negatively impacting the customer journey.

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Solution

- **Automated Booking Process:** Automated data entry and booking confirmations to speed up the process for repeat customers.
- **Personalized Recommendations:** Integrated AI to offer personalized travel recommendations based on past bookings and preferences.
- **Real-Time Updates:** Provided real-time updates on flight availability, pricing, and travel restrictions.
- **Seamless Integration:** Integrated Appian's solution with the OTA's CRM and booking systems, ensuring a smooth customer journey.
- **Dynamic Pricing Engine:** Integrated dynamic pricing to offer competitive rates, based on demand and market trends, to optimize booking revenues.
- **Multi-Channel Support:** Enabled customers to make bookings seamlessly across multiple channels, including web, mobile, and customer service, for a more flexible experience.
- **Automated Customer Communication:** Automated post-booking communication, including reminders, cancellations, and updates, to improve customer engagement and reduce service workload.

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Why Customer Choose the solution?

The customer chose Appian's solution for its ability to streamline the booking process and enhance customer engagement. The automation of booking tasks reduced processing time, while AI-driven personalized recommendations and real-time updates improved the overall customer experience, leading to higher engagement and satisfaction.

- **Speed and Efficiency:** The automated booking process reduced the time customers spent on the site, increasing conversion rates.
- **Personalization at Scale:** Appian's AI tools allowed the OTA to deliver personalized travel experiences to customers, boosting engagement.
- **Scalable Solution:** The platform could scale easily to handle peak periods such as holiday seasons, ensuring a consistent customer experience.
- **Real-Time Updates:** Integrated real-time flight availability, pricing, and restrictions ensured that customers had up-to-date information, leading to quicker decision-making.
- **Reduced Manual Effort:** Automation decreased the manual workload for agents, allowing them to focus on high-value tasks and reducing human errors.
- **Improved Customer Satisfaction:** Faster and more personalized bookings led to higher customer satisfaction and increased repeat business.

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Business Impact & ROI

The implementation of Appian's automated booking system resulted in a 30% reduction in booking time, significantly improving conversion rates. Personalized recommendations increased customer engagement, leading to a 25% boost in repeat bookings. Additionally, automation reduced operational costs by 20%, further enhancing the OTA's profitability.

- **Reduced Booking Time:** Booking time was reduced by 40%, resulting in a faster and more efficient customer journey.
- **Increased Engagement:** Customer engagement improved by 30%, driven by personalized recommendations and faster service.
- **Higher Conversion Rates:** The streamlined process led to a significant increase in bookings, with a 25% rise in conversion rates.
- **Improved Customer Retention:** Personalized experiences and quick bookings contributed to a 20% increase in customer retention.
- **Operational Cost Savings:** Automation reduced manual intervention, lowering operational costs by 20%.
- **Scalability for Peak Demand:** The platform easily scaled to accommodate increased traffic during peak seasons, ensuring consistent service quality.