



A Leading Online Travel Agency Increases Revenues by 16 Percent with Actionable Analytics

Abstract

One of the largest online travel agencies observed a dip in its revenues and market share on account of its overt focus on the online channel and lack of a robust offline strategy. WNS identified the offline channel as an additional revenue stream and leveraged its analytics capabilities to increase the client's offline revenues by 16 percent. Customer segmentation and efficient resource allocation enabled the client to enhance sales conversion rate to 21 percent.

The Client

The client, one of the largest online travel agencies in the world, provides travel products and services to customers through websites and contact centers

The Challenge

As a leading online travel retailer, the client's primary source of revenue was its Website. However, its customers were using the offline channel to post queries through phone calls, fax and white mails. Also, the client was experiencing a pronounced variance in call distribution at its contact center. WNS realized that the client was focusing overtly on the online channel, which resulted in the absence of a robust offline strategy. This was leading to a dip in revenues and market share. The client needed expertise to devise a roadmap to plug the gap.

The WNS Solution

After having identified the offline channel as an additional revenue stream, WNS deployed a team with deep domain expertise in enterprise analytics to evaluate the potential of the new channel. In addition, WNS undertook the following interventions:

- Conducted a thorough customer segmentation and analysis based on the cross-sell and up-sell product and services data, customer profitability, and customer life time value models. This enabled the client to focus on the right customers who could help generate offline sales
- Evaluated the performance of offline sales agents (agent effectiveness on sales) to ensure that the right agents were deployed for the project

- Ensured optimum staffing of best agents at peak intervals to maximize sales
- Developed a separate strategy for managing the least profitable set of customers (bottom quartile management)

Benefits Delivered

The WNS solution enabled the client to improve its business performance with:

- An increase in offline revenues by 16 percent
- Enhancement of sales conversion rate to 21 percent

The WNS solution thus created a strong top-line business impact and enabled its client to outperform.

WNS and the Travel Industry

WNS is the world's largest travel Business Process Management company, with a legacy of having started out as a captive for British Airways. Today, WNS is a BPM partner for some of the leading global airlines. WNS provides the airline industry with the latest, top-notch solutions to create opportunities from challenges. Whatever the business trend, WNS has a solution for your business. Our solution suite that can help you ride the new waves in business include:

Social media management and social customer service

The WNS Sales Center of Excellence (CoE) that integrates the online and offline channels and adopts a 'sales through service' model to cross-sell and upsell relevant services based on customer data

An end-to-end Analytics Solutions suite (including our award-winning analytics framework WADESM) that leverages a huge team of domain experts and expertise in social media analytics, contact center and speech analytics and revenue model analytics that help you take informed decisions

Proprietary and industry-leading platforms such as Verifare PlusSM, Jade and SmartProSM that help enhance revenue generation for airlines

Process re-engineering techniques and a team of domain specialists that help airlines comply with industry regulations and standardization directives

Read about our solution here:

<http://www.wns.com/Services/Industry-Focused-Solutions/Travel-and-Leisure.aspx>

About WNS

WNS (Holdings) Limited (NYSE: WNS), is a leading global business process solutions company. WNS offers business value to 200+ global clients by combining operational excellence with deep domain expertise in key industry verticals, including Travel, Insurance, Banking and Financial Services, Manufacturing, Retail and Consumer Packaged Goods, Shipping and Logistics, Healthcare and Utilities. WNS delivers an entire spectrum of business process outsourcing services such as finance and accounting, customer care, technology solutions, research and analytics and industry-specific back-office and front-office processes. WNS has delivery centers world-wide, including China, Costa Rica, India, the Philippines, Poland, Romania, South Africa, Sri Lanka, UK and US.

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