



Jac Travel is a leading hotel wholesaler, aggregating rates and availability from thousands of hotels. In order to maintain a leading position in a competitive environment, Jac Travel must be able to react quickly to changing business demands. State of the art technology and an efficient operating model allow Jac Travel to make a large number of hotels available at the best rates to travel agents and other trade suppliers. This has enabled the company to build strong relationships with both their customers and suppliers.

THE CHALLENGES

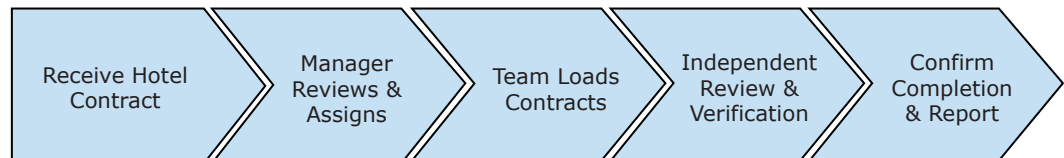
1. Enter hotel contract data quickly and efficiently
2. Improve the accuracy of contract data entered
3. Eliminate the need for in-house staff to perform this function

Issue

As Jac Travel increased the numbers of hotels they contracted, the numbers of amendments, special offers and stop-sells also increased. This information was not being entered into their systems quickly enough meaning that the full range of hotels were not available for sale, and that information was not up to date. The pressure to load the information also meant that an increasing number of errors were being made. This resulted in lost sales opportunities, additional costs and an impact on levels of customer service.

Approach

Faced with this challenge, Open Destinations Outsourcing devised a customised approach for Jac Travel's contract loading process. Firstly Open Destinations worked with Jac Travel to define a 5 stage process to ensure the highest accuracy levels. A critical component was the quality control stage, which included a two step verification process to identify any loading errors before the contract was 'live' in their reservation system. The process was documented in a Procedure Manual, which defined service levels and documented the reporting to be provided.



In addition to upfront analysis and documentation, Open Destinations Outsourcing paid great attention to selecting and training the optimal team from the 50+ staff employed in the outsourcing office in Goa, India. Open Destinations also provided a UK account manager. The team worked closely with Jac Travel staff in the UK to enter trial contracts and test the process. This collaborative approach ensured all team members had a complete understanding of the work requirement and client expectations.

Result

To date, the project has been a great success, realising accuracy rates of 99.99%. Open Destinations now enter data from all of Jac Travel's hotel contracts, relieving Jac Travel of this resource intensive and time consuming task.

"We have been impressed with the attention to detail and speed of delivery from Open Destination's outsourcing. It has presented us with the opportunity not only to concentrate our resources and make cost savings, but also streamline our systems to offer hotels live to our clients as quickly and as cost effectively as possible."

Richard Hill, Chief Financial Officer at Jac Travel

