

Travel Analytics Services

Analyzing user-generated content across **900+** travel industry-specific businesses attributes.



Travel Industry Analytics

From destination focused travel agencies, to airlines, hotels, cruise lines and intelligent airports, all travel companies want to know more about their customers. The need for structured information for better and informed decision-making has made business intelligence the buzzword in the industry.

By combining extensive knowledge of the travel domain, pre-configured data models for Travel and Hospitality industry, and tools expertise, IGT Solutions Digital Travel Analytics practice provides end-to-end data management and data driven insights to aid business decisions. Leveraging advanced technologies such as AI, Machine Learning, Video and Speech Analytics etc., IGT is capable to cater the Travel and Hospitality brands in the following disciplines:

Strategy and Consulting

Advanced Analytics and AI/ML enabled solutions

Big Data and Business Intelligence (BI)

Data Engineering and Warehousing

Strategy & Consulting

- BI & Analytics Assessment
- Technology Evaluation
- Report Rationalization
- Dedicated BA team
- BI Competency Centre
- Information Architecture
- Strategy & Roadmap

Advanced Analytics & AI/ML

- Advance Analytics Strategy and Roadmap
- Predictive Analytics
- Advanced Analytics
- Mobile BI
- Cloud BI
- AI/ML based solutions

Big Data and Next Gen BI

- Big Data Strategy and Roadmap
- Big Data Architecture Services
- Data Visualization and Analytics
- Mobile BI

Data Engineering and Warehousing

- Strategy And Consulting
- Business Adoption and Change Management
- EDW / Data Mart Design / Development
- Extend DWH with Hadoop
- DW Migration and upgrades
- Implementation – packaged & Custom Solutions
- Support & Maintenance
- Performance Tuning



Harnessing the strength of data is the key to stay ahead of the competition. It has become imperative for airlines, hotels, OTAs, cruise lines to invest in analytic solutions that are agile towards the fast-paced and dynamic travel industry.

40+

Successful Project Execution

100+

T&H Specific Reports & Dashboards

15+

Analytics Frameworks in Place

70+

TB of Data Warehouse Analyzed

1.1+

Million Project Hours

200+

Analytics Experts In-house

25

T&H focused Machine Learning Algorithm Library

aTAS

Airlines Travel Analytics (aTAS) provides a suite of comprehensive analytics solutions tailored for the airlines. These fully customizable pre-built solutions are designed for various airline processes and contain an exhaustive list of airline-specific reports and dashboards. IGT has a repository of data models and reusable connectors developed over the years for different standard airline systems allowing lean implementation and faster-time to market.

Airlines can be benefitted by aTAS in the following areas:

Reservation Analytics

Provides in-depth insights of reservation trends, early alerts etc.

Planning and Schedule Analytics

Helps in fleet rebalancing, fuel needs and crew planning for a flight.

Departures Analytics

Predicts possibility of on-time departure based on various factors such as seasonality, historical patterns, weather conditions and events.

Flight Operation Analytics

Timely response to current and future market demands, improved planning and strategically aligned decision making, and monitoring of all main performance drivers.

Customer Service Analytics

A go-to solution to delight customers, increase agent's productivity, maximize profitability.

MRO Analytics

Supports in preventive maintenance planning. Enables MRO to save cost and better service delivery.

Revenue and Cost Analytics

Analyze cost and revenue data across markets, routes, aircraft types and passenger segments, providing deeper understanding on profitability and utilization.

Marketing Analytics

It provides targeted and actionable campaign recommendations based on customer grouping and segmentation.

Loyalty Analytics

Provides in-depth insights on customer activities and develop strategies to keep the customer loyal to the brand.



hTAS

IGT's Hotel Travel Analytics (hTAS) framework consists of analytical solutions to provide an in-depth analysis of the hotel operations. These solutions come with an extensive repository of hotel-specific reports and dashboard, pre-built data models, and user-friendly interface for advanced calculations. Being fully customizable as per hotel requirements, brands can leverage them to augment guest personalization, maximize per guest revenue and improve guest satisfaction.



hTAS can assist hotels in multiple departments:

Guest Analytics

Allows Hotels to analyze customer demography and behavior patterns to provide differentiated service.

Marketing Analytics

It ties together various campaigns and their results to display the effectiveness and reach of each campaign.

Cost and Operations Analytics

Analyze the costs and operating margin across departments to increase profitability.

Loyalty Analytics

Integrates all the customer loyalty data, and provides deeper insights into customer behavior, loyalty accruals, redemptions and expiry points.

Reservation Analytics

Provides in-depth insights of reservation trends, early alerts etc.

Customer Satisfaction

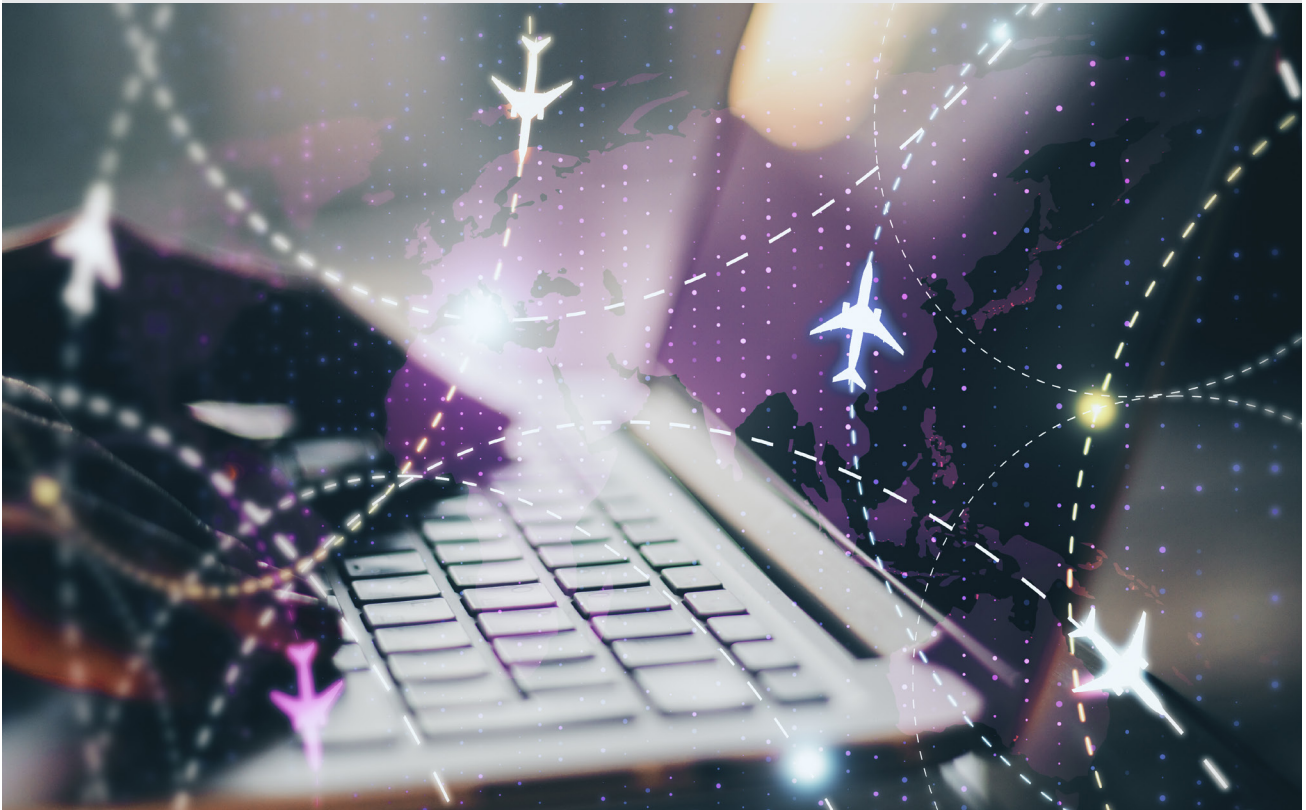
Includes feedback from the customers on pre stay, during stay and post stay.

Revenue Management & Accounting Analytics

Predictive analysis that uses historical data and searches to find patterns and anticipate revenue leakages and profits.

oTAS

OTA Travel Analytics (oTAS) is a solution framework designed specifically to provide business intelligence on different aspects of Online Travel Agencies operations like airlines booking, hotel accommodation, customer satisfaction etc. The framework enriched with 100+KPIs analyses the data and help travel agencies make data-driven decisions which increases the work productivity, revenues and enhances customer experience.



oTAS can assist OTAs in multiple departments:

Operations Analytics

Delivers deep insights on all areas including customer services & relations, core and ancillary sales, marketing & finance.

Finance Analytics

Provides different views on the business financial data and gives in-depth knowledge to take strategic actions.

Marketing Analytics

Provides targeted and actionable campaign recommendations for the OTAs based on the customer grouping and segmentation.

Customer Satisfaction

Based on the travel experience provide corrective next best actions to ensure best travel experience.

Sales Analytics

Gain insights on customer sentiments, emotions and behaviour to boost sales conversion.

Customer Analytics

Our recommendation engine on integrated Customer 360 Framework allows tailored offers basis previous conversations and spending patterns.



cTAS

The cruise industry operating in a complex data-driven environment is facing multiple challenges of not only increasing bottom line profits but also meeting and exceeding guest expectations. Cruise Travel Analytics (cTAS) is a customer-centric solution framework designed to enable cruise lines to become a powered insights-driven enterprise. These customizable solutions can help cruises maintain pricing advantage, increase bookings, fuel profits and growth.

cTAS can assist cruise lines in multiple departments:

Reservation Analytics

Provides in-depth insights of reservation trends and early alerts. Our next best offer recommendation model helps in converting back drop-out customer and improving reservation hit ratio.

On-board Analytics

Throws insights on customer on-board experience, revenue generated by services provided in cruise, sale of services by hour during on-board period etc.

On-shore Analytics

Offers an integrated end-to-end view on the Cruise lines performance such as per cruise revenue, average revenue per customer, revenue performance by division etc.

Marketing Analytics

Gives targeted and actionable campaign recommendations for the Cruise companies based on the customer grouping and segmentation.

Web Analytics

It provides key trends and insights of web visitors from landing page till revenue realization.

Customer Analytics

Analyse customer demography and behaviour patterns to provide differentiated offers to increase repeat business and revenue.

Solutions powered by strong cognitive capabilities



AI/ ML

- Predictive Analytics
- Deep Learning



Natural Language Processing (NLP)

- Classification
- Translation
- Entity Extraction



Speech Analytics

- Based on Phonetics
- Analyze Spoken Words, Pitch and Tone



Computer Vision

- Image Recognition
- Machine Vision



Robotics

- Intelligent Automation



Text Analytics

- Analyze customer interactions over Emails and Chats

Benefits



Low TCO and High ROI

- Subscription-based model with no capital expenditure
- No infrastructure management required



Ease of Use

- Powerful self-service data analytics solution to improve the decision making
- User friendly interfaces for faster adoption



Zero Dependency

- Zero dependency on IT for creating reports and analysis
- Faster go to market with pre-built solutions and ability to customize as per requirement



Operational Efficiency

- Enhanced operational efficiency across the organization by means of quick data discovery
- Advanced visualization uncovering hidden data trends



Why IGT?

- IGT Solutions is a leading IT, BPM and Digital solutions and services provider committed to deliver innovation and business excellence across the entire spectrum of Travel, Transportation and Hospitality domain
- Managing highly differentiated customer experience for leading 75+ travel brands
- Over 20 years of travel domain-led solution development experience, enabling end-to-end solution delivery
- IGT employs more than 13,500 travel professionals in 5 continent, has 19 state-of-the-art delivery centres, and worldwide operational presence



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