

Case study

COMPETITIVE INTELLIGENCE (CI) SOLUTION FOR TRAVEL/LEISURE FIRMS

Firms can extract near real-time market/competitor data to optimize their offerings and increase sales while also reducing the Total Cost of Ownership and enhancing customer

Industry

Travel & Leisure

Process automated

Competitor Analysis, Pricing

The Industry

Over time, the travel and leisure market has become hyper-competitive with higher costs and lower profits. To deal with the challenges of the ever-changing market landscape, firms in the industry now need access to large volumes of real-time, quality data that can help them analyze their competitors' performance and adjust their pricing strategies accordingly.



The Problem

Existing web-based solutions were unable to handle competitor websites with dynamically-generated content or dynamic architectures. They were also more expensive to set up and required a longer lead time to configure websites for data crawling and analysis. Finally, special skills are required to comprehend the structures and configurations of different websites and set up the solution accordingly. All these challenges resulted in high costs and inadequate or inaccurate data, which limited the large-scale harvesting requirements of travel firms.



The Solution

The eClerx Competitive Intelligence (CI) solution is specifically tailored for firms in the ultra-dynamic travel and leisure industry. By monitoring and analyzing their competitors' pricing strategies, this solution enables travel firms to optimize their offering prices and deliver superior value to their customers, ultimately increasing their sales and eventually, profits. The solution's GUI-based website configuration offers easy plug-and-play operation and can seamlessly fit into the firm's existing operational environment or back-end architecture.



The Result

The eClerx RPA-based Roboworx eliminated all these challenges. Unlike other solutions in the market, it effectively addressed the following critical needs of travel firms:

- **Adaptability:** It automatically detects minor changes to the structure of the target website and swiftly adapts to the same
- **Data quality and integrity:** It provides complete anonymity to mitigate concerns around data quality and integrity
- **Flexibility:** Users can easily edit site configurations to crawl new data fields or to make required adjustments to website changes
- **Scalability:** GUI-based website configuration solution has the advantage of a distributed architecture that can be easily plugged into any existing back-end architecture for seamless operations
- **High performance:** Provides scripting flexibility instead of emulating human behavior

Benefits



75%

Reduction in Total Cost of Ownership (TCO)



50%

Improvement in Performance

The same volume of data can now be crawled in half of the time there by improving customer experience and ROI



99.98%

Improved Data Quality at the Order



1000+

Tested and Proven for 1000+ Websites