

Client

A leading travel distribution services company in UK

Industry

Travel / Hospitality

Business Challenges

- Accuracy of the Data source (checking the genuinity of the information provided)
- Unlimited Data upload; maintaining the Quality Standards
- Processing of the assignment within SLA's (service level agreements) without any time delay

Benefits to the Client

- Reduction in Time: Over 50% reduction in time frame for a new hotel to go live from the date of signing the contract
- Increase in the Productivity/ Profit: The increase in number of hotels put online has direct impact on the increase in Sales
- Selling with Confidence: Content Management is the key over here. Accurate information helps customers to plan a trouble free leisure or a business trip
- Customer satisfaction is guaranteed which is key to the success of client, as the clients are assured with the quality of the information updated on to the website

Description

Zenith Software Limited (ZSL) provides remote BPO services on IT intensive, related to critical business processes to clients across the Globe, who has diverse requirements on Application and Technology. The client has been providing Hotel room booking of the member Hotels and related services through Internet.

Database Management Overview:

Database Management refers to Website maintenance of member Hotels, which is managed by Zenith.

Content Management:

This service involves finding the information of the member hotels from various sources; including official website, brochures and so on to upload the precise information to the clients website Database.

Specialized content writers are responsible to satisfy the below criteria like:

- Write objectively, concisely and in plain English
- Format text to improve readability
- Write web pages that convey intended information and stay within context.
- Applying the given guidelines to web contents
- Writing for an international audience

Image Processing:

We provide this service to upload images of the member hotels from various sources including official website, brochures and so on to client website.

The steps and procedures involved for Image modification are:

- Identify the Images that appeal to the customers
- Identify the Image Quality
- Improve the Image's quality whether it requires brightness, contrast, sharpness etc

Rates upload:

We provide rates upload for all types of member Hotels (Operator, Direct hotels and contract renewal). This requires the domain experts to deal with the different contracts/tariff of different hotels/operators/chains and upload the calculated rates on to the website. Confidentiality with the client's contracts/tariff is maintained throughout.

Integration:

Integrating the existing hotels in clients database with the operator hotels for dynamic rates upload (Automated Rates)