

CASE STUDY

The Client

Our client is one of the most respected travel groups in Australia and today – with offices in Melbourne, Sydney, Brisbane, Adelaide and Perth – is the largest provider of Asian VFR passengers between Australia and Asia, is one of the largest independent travel organisations in Australia and one of the main revenue agents for Cathay Pacific Airways, Singapore Airlines, Thai Airways and Malaysia Airlines.

The Challenges

Being one of the largest independent travel organizations, it has to handle very large volumes of in most of its divisional businesses.

Fare Loading, which is a process of loading ticket fares in the master databases of the Airlines can be done by well-experienced & qualified IATA people only.

The Fares to be loaded get complicated because it has to be done for 30+ Airlines, across different seasons, including multiple sectors/routes and catering to vast people-profiles.

The fares that are loaded have to be very accurate, for these fares form the basis of all ticketing calculations for the associated Airlines, Agents, Consolidators or Websites. A minor mistake introduced at this juncture may result in massive uncontrollable losses. Hence Quality Control has to be intense and of high standards.

At times, crucial updates or new Faresheets have to be loaded on an urgent basis. The Turnaround time becomes important, so availability of the team becomes crucial.

These reasons and also as part of their cost-cutting and expansion policies, our client needed an organization who could not only adhere to their Quality regimes and delivery schedules, but also

Locations

- Adelaide
- Perth
- Melbourne
- Brisbane
- Sydney

Divisions

- Retail
- Corporate
- Wholesale
 - CP Tours
 - CP Holidays
 - Orient Express Holidays
 - Cathay Pacific Holidays
 - Global Destination Management
 - Transglobal Destinations
- Consolidation
 - Express Fares
 - Express Ticketing
 - Select
 - Independence
 - CP Ticketing

handle the large and at-times abrupt volumes.

Ticketing; though the process is different, has similar challenges especially with regards to quality requirements.

The Solution

As required by the process, Symphony has allocated and maintained a team of the client-approved dedicated IATA professionals exclusively for the client.

Understanding that quality is of paramount importance, we have maintained three-level rigorous quality checking procedures.

The Turnaround time being important, we plan the team schedules in such a fashion that at all times, whenever a loading or reservation request is possible, we always have, at the least, the minimum number of people available.

For the team to be able to handle asked-for amount of volumes Symphony has evolved a joint process which reduces the turnaround time in each fare sheet processing This is also mainly through proper work-routing and by stressing on precautionary measures rather than remedial ones.

The Challenges

- Qualified Professionals
- Handling of variable volumes
- Better Turnaround Time
- Increased window of availability
- Quality & Reliability
- Redundancy

The Solution

- Experienced IATA Certified Professionals
- Systems Processes in Place
- 3-Level Quality Control
- Planned Shift & Time management of HR

- Focus on Precautionary measures rather than remedy-handling

The Benefits

- Because we have a dedicated team, the productivity in terms of Quality, quantity and complexity of Fare sheets has been sufficiently high to justify the remote operations.
- Because of Time differences, the team here has been able to extend the Availability-time window of the client to the Travel Agents and the Airlines.
- Response Time to issues and problem-areas is more or less immediate.
- HR resource availability in India in terms of quantity is much higher while at the same time the quality is at-par to Australia. So Scalability and at times, redundancy is always available to the client.
- HR and Admin costs, as well associated liabilities to the client for these operations is minimal.
- Overall reliability has increased and the cost per published fare sheet has gone down because of the dedicated team which can handle faster turnaround times, while maintaining quality.

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