COMPETITIVE INTELLIGENCE

SUCCESS CASE

TESTIMONIAL → *Travel Agency*

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Within our path of digital transformation with technological innovation, we came up against a reactive manual process that did not allow us to make an accurate analysis or achieve scalability within our market segment. We also needed to improve the value proposition of the leading products that attracted customers and internally understand how they were competitive with the online demand.

By relying on Echez Group and its automated competitive environment analysis service, we were able to centralize and standardize data on products, services, offers, and characteristics of the tourism industry in a timelier manner, standing out in the market, increasing our value proposition, and growing within the segment.

Anonymous Technological Innovation Manager.

CLIENT REVIEW

The company is a travel agency with a wide range of tourism and business products at highly competitive prices. It has an extensive network of points of sale throughout the country, including the main cities of Colombia.

The travel agency is aligned with the business group's value proposition, offering a complete portfolio with all tourism or executive travel services and highly competitive prices.

CHALLENGES

Within the negotiation process with its commercial partners, the travel agency had to perform an audit to validate whether or not the commercial agreements were being complied with.

Unfortunately, due to the volume of negotiations, they could only review 15% of the agreements in force on a daily basis. The process was done manually by one of the analysts who would find offers that were not being properly implemented.

The travel agency did not have an analysis of all the elements of market dynamics online, limiting the possibility of entering dynamic values that compared the leading companies in the tourism sector.

In addition, the manual process to upload offers to the platform was slow and time-consuming, and negotiations were lost due to a lack of information. There was no consolidation of competitors' options to structure value offers for clients, which did not allow for accurate analysis and scalability.

Furthermore, there was no standardization of terminology for products, services, and features, which made searching for results more strenuous and complex for the process of comparing offers.

It was necessary to improve the value proposition with the leading products attractive to customers and internally understand how the products offered were competitive with the online demand. In this way, it would improve the tourism offer that the agency provided to its clients and increase the productivity of the marketing area.

SOLUTIONS

With the implementation of the competitive environment, the travel agency:

Optimize the process of verification and analysis of the market services portfolio from automation; to improve the value offered to customers and negotiations with suppliers.

Enable the analysis of market dynamics elements with daily updates, integrating many platforms, validating and identifying critical comparison variables for strategic decision-making.

Increase productivity and improve travel agency processes by collecting analytical data for decision-making.

IMPACT

Following the implementation of the solution, the travel agency was able to:

→ Develop solutions with technological innovation as a fundamental pillar within the company.

→ Deliver data for the necessary analysis at an appropriate speed, enabling quick and agile comparisons.

→ Create alerts on variables of interest to clients within the tourism offer.

→ Strengthen negotiations with tourism industry suppliers.

→ Improve the agency's value proposition, including the main products attractive to customers.

→ Increasing the agency productivity and profits, improving the portfolio.

→ Consolidating the trust of end users in digital transformation projects, leading to better adoption of technology within the agency.

RESULTS

Generated the delivery of parameterized reports based on an analytical platform, such as Power BI, with adequate and timely market information.
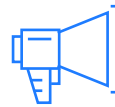
Facilitated the co-creation of the solution with the client through specialized consultants to achieve an adequate analysis of the current market for the client.

Implemented a solution that allows to choose the different products offered in order to make the right decisions in an agile way.

Enabled the correct analysis of reports to optimize offers in the marketplace.

Enabled technological solutions to support market analysis, such as RPA, analytical tools, cloud, and big data.

Centralized and standardized online data of products, services, offers, and characteristics of the tourism industry, facilitating the analysis of the elements of the market dynamics (Agencies, Hotels, Flights, Packages, Etc).

Improved brand positioning in the market, generating greater value in the offers.