



Revolutionizing Refunds for a Leading American Online Travel Agency Through Automation



IGT Solutions' automated refund solution delivered a 99.9% accuracy rate, drastically reduced processing times from minutes to seconds, and elevated customer satisfaction to 98%, resulting in \$30,000 in monthly savings and eliminating costly penalties.

AT A GLANCE

INDUSTRY

Travel & Leisure / Online Travel Services

THE CLIENT

Leading US-based global online travel management, corporate card, and expense management company.

CHALLENGE

Transform a cumbersome refund process to enhance efficiency, accuracy, and customer satisfaction.

SOLUTION

Successfully automated refund process: no manual intervention, fetched fares from multiple GDS, automated cancellation date capture, handled tax calculations, and streamlined airline-specific waiver processing.

RESULTS

- Unprecedented Efficiency: Seconds vs. minutes.
- Unmatched Accuracy: 99.9% accuracy achieved.
- Elevated Customer Satisfaction: CSAT reached 98%.

The online travel agency (OTA) landscape is fiercely competitive, demanding operational excellence across all facets of the customer journey. One particularly critical area is the refund process, which significantly impacts customer satisfaction and loyalty. OTAs must navigate intricate airline fare structures with unique rules and restrictions to calculate and process refunds accurately and promptly. The rise of private, infant, and market-specific fares further complicates this process, requiring manual intervention and increasing the risk of errors.

Furthermore, external factors such as airline-specific waivers and directives, often issued in response to unforeseen events, necessitate continuous adaptation and flexibility in refund procedures. These challenges require efficient and accurate refund processing solutions to maintain a competitive edge and enhance the overall customer experience.

REFUND ROADBLOCKS: OPERATIONAL INEFFICIENCIES AND CUSTOMER DISSATISFACTION PLAGUE LEADING OTA

Our client, a prominent American OTA, was grappling with a series of interconnected challenges hindering their refund process and negatively impacting customer satisfaction. The manual nature of their refund processing resulted in excessively long handling times, often taking 10-20 minutes per refund. The manual reading and interpretation of fare rules caused incorrectly applied penalties, resulting in Agency Debit Memos (ADMs). It not only frustrated customers but also strained the OTA's resources.

Errors in retrieving accurate fare and ticket details from multiple Global Distribution Systems (GDS) were frequent, leading to incorrect refund calculations. The misinterpretation of complex fare rules and country-specific regulations further exacerbated the issue. The manual handling of private fares, published fares, infant fares, and market-specific fares added another layer of complexity, increasing the risk of errors.

Furthermore, the OTA needed help adapting to new airline directives and waivers, often issued in response to unforeseen events like natural disasters or pandemics, requiring manual updates and refund policy adjustments.

RESILIENT. FRICTIONLESS. RELEVANT.

A PRECISION-ENGINEERED AUTOMATED REFUND SOLUTION TO STREAMLINE OPERATIONS AND ELEVATE CUSTOMER SATISFACTION.

IGT Solutions designed and implemented a comprehensive, end-to-end automation solution tailored to the OTA's specific needs to address these multifaceted challenges. This solution encompassed the entire refund process, from the initial retrieval of Passenger Name Records (PNRs) from queues to the final processing and invoicing of refunds.



Automation and Efficiency

- End-to-end automation of the refund process eliminates manual intervention and reduces human error.
- Automated cancellation date capture based on PNR history eliminates manual input and errors.
- The involuntary portal streamlines the handling of airline-specific waivers and directives, ensuring compliance and reducing manual effort.



Accuracy and Data Integrity

- Intelligent fare retrieval automatically retrieves and validates fare information from all key GDSs, ensuring accuracy and minimizing discrepancies.
- Accurate tax handling seamlessly manages complex tax calculations, ensuring compliance with regulations.
- Error and success logs track the success and failure rates of refund processing, providing valuable insights for continuous improvement.



Financial Management

- Accurate tax handling ensures the correct calculation and application of local taxes, GST, and VAT.



Compliance and Risk Mitigation

- Accurate tax handling ensures compliance with tax regulations.
- The involuntary portal ensures compliance with airline-specific waivers and directives.
- Error and success logs help identify and address potential issues, mitigating risk.

EMPOWERED OTA ACHIEVES UNPRECEDENTED EFFICIENCY, ACCURACY, AND CUSTOMER SATISFACTION, RESULTING IN SUBSTANTIAL COST SAVINGS

IGT Solutions' automated refund solution delivered a transformative impact, revolutionizing the leading American OTA's operations and customer experience by dramatically improving efficiency, accuracy, and satisfaction, resulting in substantial cost savings and eliminating costly penalties.

- 99.9% Refund Accuracy: Virtually eliminated errors, ensuring customers received correct refunds and saving the OTA substantial financial losses.
- 96.4% Reduction in Processing Time: Streamlined operations, processing thousands of refunds in seconds (previously 10-20 minutes).
- 98% Customer Satisfaction: Faster, more accurate refunds drastically improved customer satisfaction, fostering loyalty and a positive brand reputation.
- \$30,000 Monthly Savings: Automation significantly cut manual labor and error correction costs, directly boosting the OTA's bottom line.
- Elimination of Penalties: The system's accuracy eradicated costly airline penalties for incorrect refund calculations.

Overall, the automated solution solved operational challenges and transformed the refund process into a competitive advantage, showcasing the immense value of automation in the travel industry.

Consistent Results that Drive Success

96.4 ↓%

Processing time

99.9%

Refund accuracy

\$30k

Monthly savings from automation

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Explore what IGT Solutions can do for you.

Visit www.IGTSolutions.com or email us at mktg@igtsolutions.com