

Big Data challenges: Uncovering performance improvement opportunities and supporting decisions

“Dealing with a ‘data-lake’ and getting the right insights in a market that is rapidly changing can be overwhelming, especially in an industry where the playing field can be altered in a matter of hours. The team at AlignAlytics helped the client step back from all of that data complexity and provide the insights needed to make the right decisions quickly.”

Background

As an established online travel business, the introduction of a B2B business model resulted in unprecedented growth for the organization over a 3 year period. (The new business uses an API to leverage a breadth and depth of hotel inventory, competitive pricing and extensive online retail experience.)

With increasing competitive pressures, as well as further support required for pricing optimization, client relationship development and an understanding of future market dynamics, the client embarked on a much needed market intelligence exercise.

Added to this with as little as 5% of existing clients generating 80% of revenue, it was imperative that these relationships and client behaviors were fully understood and supported, in order to continue the level of success experienced to date.

Challenges

Anecdotal evidence continued to mount across the EMEA region, all surrounding the impact of a single competitor. This evidence suggested better pricing, inventory and technology, challenging the client's offer as a direct comparison.

Hard data was required to handle objections, mitigate any risk to the client's positioning and support business development executives in specific situations. The scope of the data involved, as well as establishing an ongoing robust program to support the continued monitoring of competitor and client behaviors, easily took the project into areas of Big Data.

Combined with this, understanding how to feed qualitative data from the wider market intelligence exercise into a wider strategic planning platform for the global team, presented a level of complexity for a small team client-side that was already under considerable pressure.

Case Study *continued*

Big Data Challenges

Approach

A dedicated team was created, covering skills from the market intelligence, data and IT teams at AlignAlytics. With different work-streams assigned to each representative, plans were quickly underway. It also became obvious that the final output from each work-stream should converge, to support a long-term strategic segmentation.

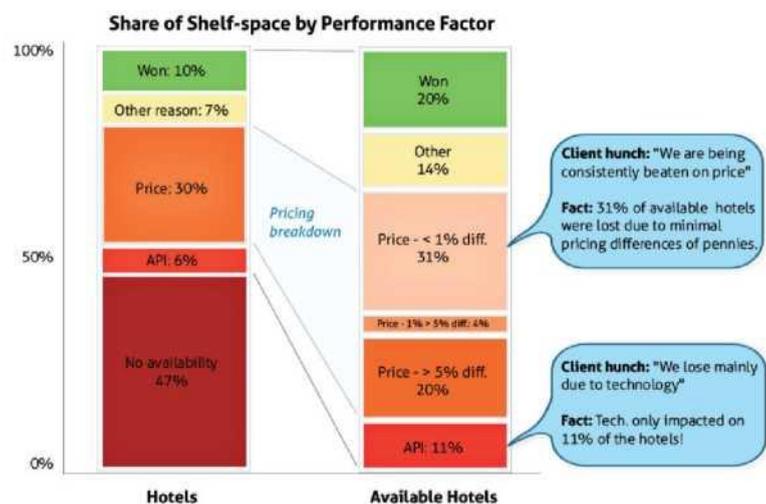
Next the IT and data teams set about customizing our web harvesting infrastructure to focus on specific customer websites and competitor shelf-space profiles, including technology performance and pricing trends.

Taking this output and combining it with qualitative insight gathered on the market dynamic also enabled future modelling of the market and competitive threats.

Project Outcomes

By taking a snapshot in time, across several strategically focused parameters including booking windows, star ratings and destinations, the team were able to understand;

- The impact of technology on success for the client organisation;
- Pricing improvements that can return considerably higher conversion rates;
- And where client relationships needed further development with improved advice, support and perhaps commission.



The program continues to not only provide ongoing support for business development roles across the organisation, but also directly inputs into daily pricing optimisation; inventory negotiations; and technology performance KPIs.

The benefits to the client continue through;

- Improved B2B relationship development, client conversions and commissions;
- Outsourced Big Data support for the central analytics team;
- And an evolving and focused segmentation programme for long-term business plans and overall growth.

Want to know more?

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