



Yatra.com achieves Business Process Integration with Microsoft Dynamics ERP



“Alletec travel solution has helped us manage growth well. It not only gives a top-down view of business operations at all times but also provides relevant business performance statistics.”

Manish Amin
Co-Founder
Yatra.com

Highlights

Yatra is a premier multi-channel travel services provider. It provides information on pricing & availability of tickets, hotel bookings and holiday packages for domestic as well as international travel by air, railway, bus or car – for individual & corporate travel needs. Encompassing both online & offline business models, Yatra allows bookings to be made through its online portal, call centre, retail lounges, mobile (WAP/SMS/IVR) or kiosks.

Back then, the Indian travel industry was experiencing rapid growth with huge surge in the number of domestic and international travelers – both business and leisure. Slightly over 2 years into the rapidly growing yet fragmented travel industry – Yatra emerged as the most trusted travel brand in India. Competition was intensifying; and it was therefore, essential to retain brand equity and sustain customer trust.

It was then that it recognized the need of a customizable, flexible and integrated solution to streamline operations across front, mid & back office – to make real time information available to themselves & customers – a step absolutely indispensable to help customers find the best tickets, hotel packages and deals at the lowest cost and with the finest services.

A close evaluation of the various solutions and solution providers in the market and their mapping against the requisites projected Alletec Travel Solution – built on Microsoft Dynamics ERP platform – as the best fit.

Business Situation

At Yatra, diverse applications were being used to support different business processes. While the front office application (B2C website) was standalone and integrated with external GDS system, the mid & back office operations were running on CRM & Tally respectively. This resulted in the following business pains:

- This disintegrated system structure made manual work inevitable for reconciliation of data – yet with poor reliability and potential delays.
- It was challenging to pull data in real time from more than 5,000 hotels across 336 cities in India and over 90,000 hotels around the world – which became utmost essential with growing transaction volumes – 20,000 domestic tickets and 1000 hotels and holiday packages were being booked each day.
- With over 30% share in online travel reservations market in India and scaling up fast, operational efficiency saw a significant dip.
- There was considerable lag in recording transactions in the ledger.
- Decentralized data resulted in prolonged cancellation to refund cycle – leaving customers dissatisfied.

Alletec Business Solution

- Alletec Travel solution (based on Dynamics NAV) was integrated with the existing mid-office application which in turn was integrated with the website as well as the payment gateways, GDS, LCC and Hotels.
- The modules implemented were Financial Management, Sales & Receivables, Purchase & Payables and Contact Management.
- An integration gateway was created that could import the data from mid office and automatically identify its suitable placeholder in NAV.
- The solution went live in less than 9 months improving operational efficiency through seamless information sharing – in real time.

Benefits

Alletec Travel Solution led to visible benefits soon after the implementation. The benefits included:

- Real time information on pricing and availability – not possible with the disintegrated systems in use formerly.
- Automated consolidation of scattered information enhancing collaboration effectiveness and improving decision making capabilities.
- Refunds executed in real time thereby minimizing future customer retraction.
- Simplified MIS report generation on a monthly basis owing to the automation of back-end processes.
- Tracking of expenses by profit/cost centre enabling product/channel wise profitability tracking.
- Real time payment gateway reconciliation.



Results

- Enhanced financial reporting
- Improved customer satisfaction
- Real-time profitability tracking
- Unambiguous business position visibility
- Shortened transaction cycle time

For more information on Dynamics NAV, get in touch with us:
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