

CUSTOMER SOLUTION CASE STUDY



Summary



TOURVEST

Customer:

Tourvest Retail Travel

Country or Region:

South Africa – JHB

Industry:

Travel and Tourism

Company Profile:

Tourvest Retail Travel is part of the Tourvest Group, a Johannesburg Stock Exchange-listed company. It is an independent business unit under the Group's Outbound Travel Services division. Tourvest Retail Travel specifically consists of travel agencies and also deals with online travel bookings.

Business Situation:

Tourvest Retail Travel required a Client Management Information Systems (MIS) solution to automate the generation and emailing of customer reports. The solution assists the company to save up to 60 man days to complete between 4000 – 7000 client reports.

Technologies used:

Core:

Microsoft SQL Server 2000

Microsoft Reporting Services

D/B:

Microsoft SQL Server 2000

O/S:

Microsoft Server 2003

Development:

Microsoft .Net
Microsoft Visual Studio 2005

3fifteen assists Tourvest Retail Travel to save man days to complete thousands of client reports

Situation

3fifteen, a Dimension Data group company, recently assisted Tourvest Retail Travel with a Client Management Information Systems (MIS) solution to automate the generation and emailing of customer reports. The solution assists the company to save up to 60 man days to complete between 4000 – 7000 client reports.

Tourvest Retail Travel required a solution that could automate the generation and emailing of all client reports. They wanted a tool for writing reports that would allow for online presentation to their clients, big blue chip companies such as Naspers requiring monthly information on their travel expenses.

Client Background

Tourvest Retail Travel is part of the Tourvest Group, a Johannesburg Stock Exchange-listed company. It is an independent business unit under the Group's Outbound Travel Services division. This division focuses on the South African business to business, leisure travelers and consumer travel markets through a range of high-profile established brands. Tourvest Retail Travel specifically consists of travel agencies and also deals with online travel bookings.

Before the implementation of the Client MIS solution, the generation of monthly client reports was a manual process. It took 3 people about 20 days a month to complete the generation of all client monthly reports using data from disparate sources across the country. This process has now been automated and allows Tourvest Retail Travel to generate client spending reports within 24 hours. The main advantage of the solution is that resources previously allocated to reporting can be redeployed to do other more strategic tasks.

Solution

To address Tourvest Retail Travel's challenges, 3fifteen architected a solution that resembles a typical Business Intelligence architecture. Consolidated data from the Tourvest Retail Travel's inhouse system, QuickTrav (built on Microsoft SQL) is combined to form a single repository from where all analysis and reporting can be achieved. This single repository ensures not only a convenient and responsive analytical mechanism but also a "single view of the truth" throughout the organisation.

3fifteen proposed that the QuickTrav data from multiple branches are consolidated on a daily basis by means of routines scheduled to run during the night. This data is transformed to conform to a coherent and standardised structure before loading it into the Operational Data Store (ODS).

The ODS is a relational database with its sole purpose being the collection of disparate pieces of data in a uniform environment prior to loading the Data Warehouse (DW). Unlike the DW, the ODS is volatile, meaning that the ODS can be purged from time to time. However, the DW is a permanent collection of historical data that can never be deleted once loaded.

Over and above the QuickTrav data, lookup data is also collected in the ODS and transformed prior to loading the DW. The lookup data reflects business rules which may change from time to time, such as a specific account number belonging to a specific customer. It can also contain lookup data such as the address details of a specific customer number.

For slice and dice analysis, an intermediate database was constructed in such a manner that aggregations are stored, further enhancing the speed of information retrieval. This database is the OLAP (Online Analytical Process) repository and users commonly connect to it with Pivot Table Services within Excel.

Benefits

Following the implementation of the solution, Tourvest Retail Travel enjoys the following benefits: Time savings of 20 days to 60 man days a month. They can now assign resources to more strategic projects.

The solution will be able to facilitate online reporting making reports available to clients on-demand. Tourvest Retail Travel is now positioned for growth as the resources previously allocated to reporting can be redeployed to do other more strategic tasks.

A job which usually took 3 people about 20 days a month to complete, has been automated and should allow the customer to generate client spend report within 24 hours.

The solution increases the quality of client service that Tourvest Retail Travel delivers. Customers now get their reports within 5 days as opposed to 20 days. The solution also allows Tourvest Retail Travel to make pro-active decisions, as it includes a platform for creating internal reports.