

# CASE STUDY: MEMBER & INVENTORY SYSTEM PROTOTYPE

## OVERVIEW

Teamscāl was engaged by a global leader in the travel and vacations space to prototype a refresh of their aging legacy member and inventory management platform.

The prototype was based on delivering member-centric services to assist call centre staff service members more efficiently while providing focused information to assist with targeted sales at every touch point. This included call centre screens, real time marketing and integration to social data as well as strong links to the member experience by incorporating links to email, sms and other digital marketing campaigns.

As part of this project we were challenged to migrate data from multiple member and inventory databases worldwide and transform this into a single point of truth while maintaining two way communication between the remote and central data sources.

Using this prototype we were able to prove that percentage of sales increased and more importantly subsequent cancellations were reduced. This was achieved through enhancing the call centre agent user experience and giving them immediate access to rich information about the member they are working with, while providing options that matched their preferences.

Our prototype ensured that the \$2m, 3 year full replacement project could move forward with their internal team successfully.

### Client Industry:

- Travel

### Client Location:

- Global

### Budget:

- \$100k

### Timeframe:

- 3 months

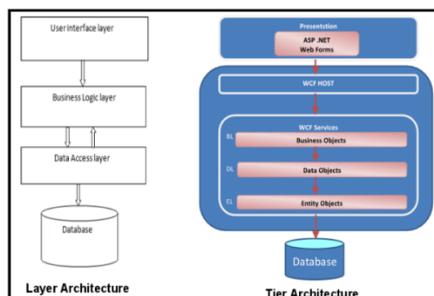
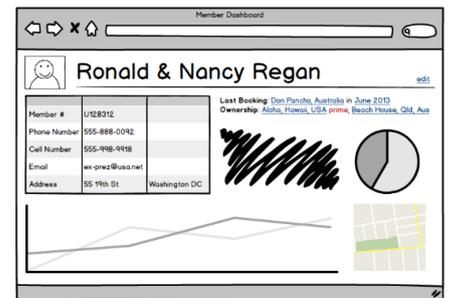
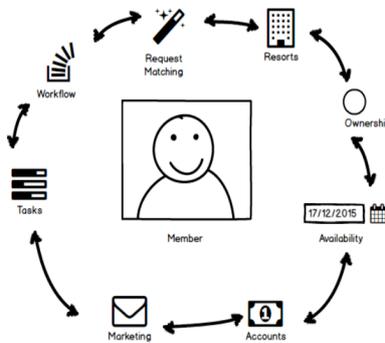
### Team Skills:

- User Experience & Workflow Design
- User Interface Design
- Software Design & Development
- Project Management
- Workflow Documentation
- Offshore Outsourcing

### Technology:

- .NET
- Amazon Web Services
- MySQL
- Big Data
- SugarCRM

### Experimenting with big data (small samples)



### Experimenting with mixed data sources