rePUSHTI

THE STATE OF RE-VERIFICATION

A report by rePUSHTI
Vol 1 FY-2021-22

Whats Inside?

INTRODUCTION TO RE-VERIFICATION

As a travel company or a tour operator, you want your customer to have a pleasant journey. You want the process to be hassle-free for both you and them, but that's not what always happens. More than often your customers run into trouble when they reach their destination.

Let's say your customer has reached their hotel after a rather tiring journey. They are looking forward to some much-needed rest. But they find out that there is an issue with the booking. Their booking is not available in the system! Your customer is stranded in a foreign place, with no accommodation. They are obliviously angry at the service they are being provided. This will result in monetary loss for your business along with your reputation taking a hit.

But booking errors or booking mismatch isn't just limited to a booking not being available. Your customer has asked for something specific but when they don't get what they requested, that can be a booking error too. For eg. Let's say your customer has booked a room with a balcony, but they end up with none, this could result in disgruntled customers. Customers can be very sensitive to things like the kind of food they requested. Imagine your vegan customer being served meat due to a booking mismatch! This is not just bad for business but also absolutely inappropriate.

😦 **A disgruntled customer will never book through you again, that's a loss of business.**

😦 **An angry customer can take you to court for the troubles they faced that loss of money.**

😦 **A frustrated customer can simply speak about their experience with other travellers, especially on social media. A poor review equals to loss of brand reputation.**

So how do you avoid this? What if we told you there is a simple, cost-effective, and technologically sound means to avoid a booking mismatch? This happens in various forms but in the end, it boils down to any kind of mismatch between details provided in the booking receipt and what the traveller gets at the hotel.

The answer lies in the process of re-verification, but not just any re-verification. Re-verification is performed by smart technology and backed by a team of experts. This is what rePUSHTI by Qtech Software gives you!
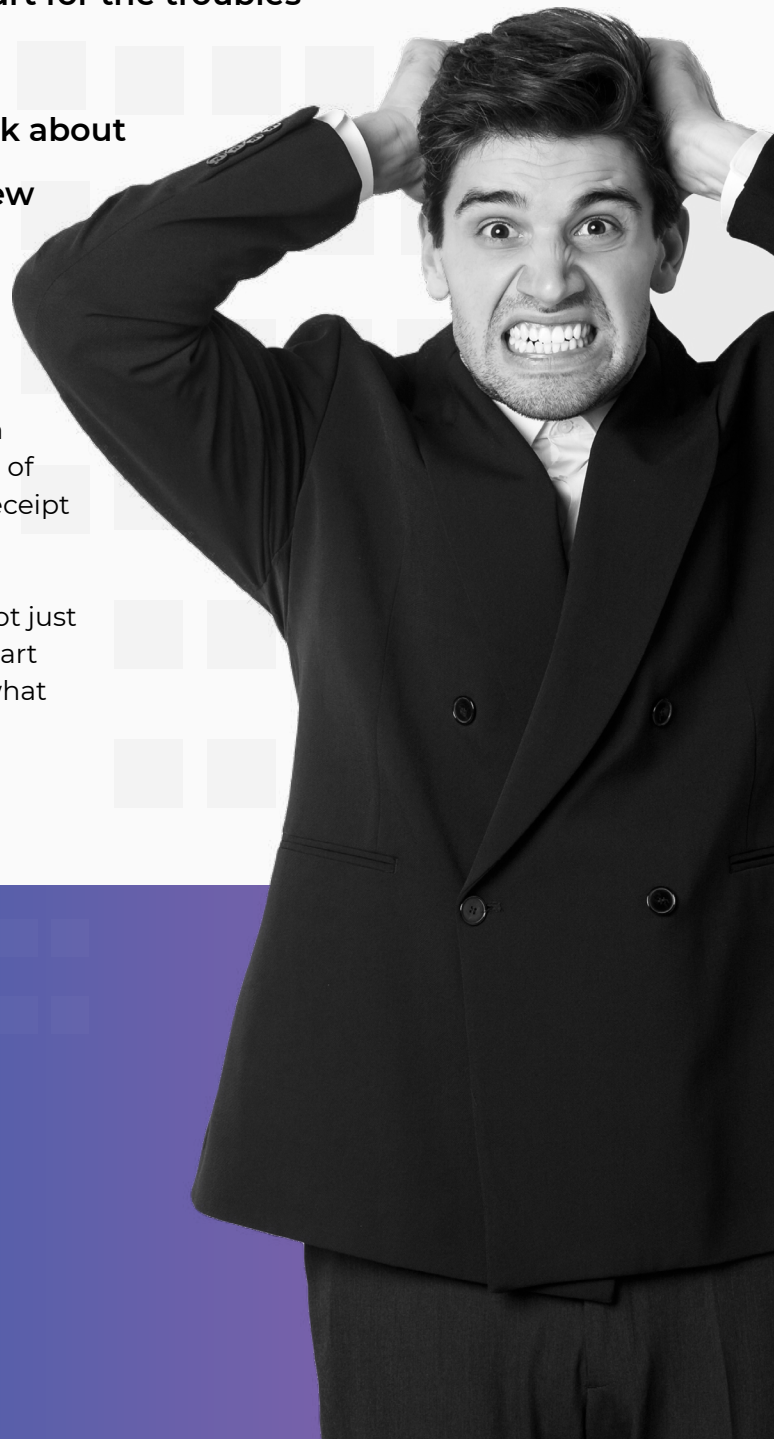
THE STATE OF RE-VERIFICATIONS 2021 - 22

rePUSHTI is a re-verification service that provides an error-free booking experience. Travel Businesses can utilize rePUSHTI, an online travel re-verification platform to re-verify all their hotel bookings. A booking mismatch happens when the parameter provided by the agency does not match what the hotel has, with rePUSHTI this can be avoided. This service is an online ready-to-integrate solution that re-verifies every hotel booking across 50+ parameters.

Where it begins?

There are at least 3 to 4 systems involved during the booking process: online travel agencies, various suppliers, channel managers, and hotel CRS. The information stored on any supplier portal or database could be different from what is being displayed in front-end booking portal. This means that when a booking is being made, the information being transferred to the hotel CRS is different from what is shown to the customer. This is the root cause of mismatch in the travel industry today.

This report is based on booking re-verification performed by rePUSHTI. We have analyzed all the data of the booking that came from all our customers. These are the bookings where we took the requisite actions. We have studied the different types of issues and challenges that existed in these bookings. This report highlights these issues and certain scenarios that travellers could have encountered and were prevented by rePUSHTI.

Most Travel companies in their own way do reverify the booking details for their customers. These booking details largely cover only the data customers provide. Which may cover the basics but could lack certain details. However, there is often a booking 'Mismatch' between what the customers provide and the existing data.

Things that can go wrong during booking

01 Customer is allotted a **room different from the type they booked.**

02 Customer's **payment details are either not registered or updated** in case of changes.

03 Customer **reaches the hotel and finds that their booking is not registered** on the system.

04 Customers are **booked at a different hotel than the one they were supposed to be** booked at.

05 The customer **makes changes to the number of people staying at the hotel, but this information is not updated** at the hotel.

06 **Multiple bookings under that same name** due to error that results in confusion

07 Bookings are made in **hotels that are temporarily or permanently closed.**

Highlights for travel business from this report

- What percentage of online booking encounter a mismatch

- What are the types of mismatches and what it leads to

- What are the benefits of re-verification

- How does the booking re-verification process work

- Why booking errors occur and how to address these issues

A BREAKDOWN OF RE-VERIFICATIONS

We have multiple travel companies from across the globe approaching us for booking re-verification. What we observed was, that we were able to overcome the limitations imposed by borders, time, and language. Have you ever encountered difficulty connecting with hotels in foreign lands due to either time or language? Those issues can now be effectively dealt with by rePUSHTI!

Over the last year (March 2021 to Feb 2022) we have re-verified bookings in over 10 languages, spanning over 40 countries. Let us look at a breakdown of these re-verifications.

Languages

✓ English	✓ Egyptian Arabic	✓ French	✓ Portugese
✓ Malay	✓ Saudi Arabic	✓ German	✓ Korean
✓ Arabic	✓ Russian	✓ Italian	

Countries where we re-verified bookings

We re-verified bookings across 40+ countries spanning different time zones. Here's a quick overview:
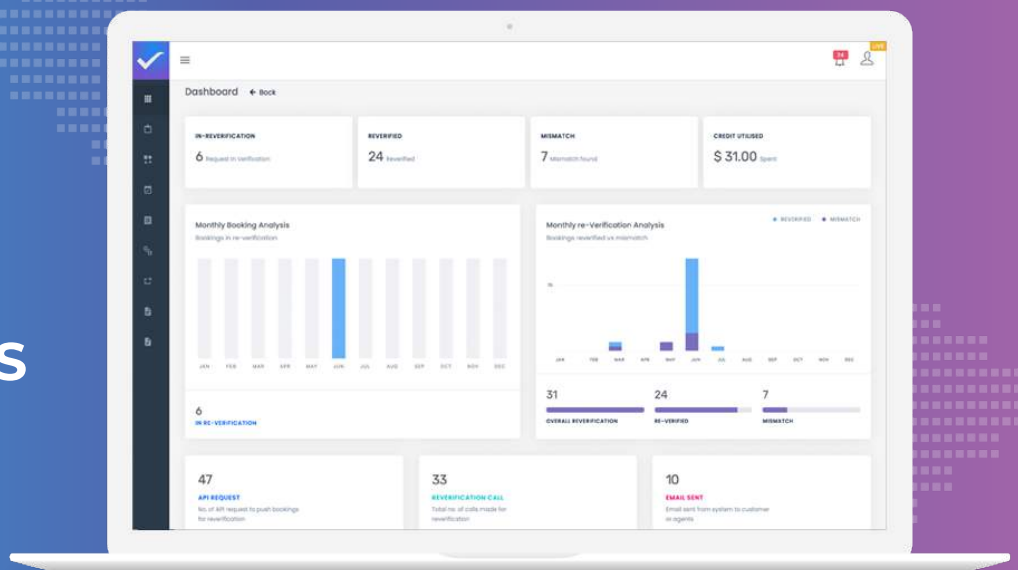
Suppliers

Bookings that were sent to rePUSHTI for re-verification were generated from over 50 suppliers.
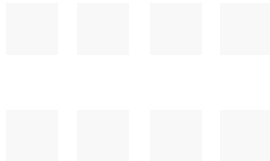
A SIMPLE WAY TO RE-VERIFY TRAVEL BOOKINGS

TIMELINE OF RE-VERIFICATION

What is the optimal time of re-verifying a booking? Every booking that is made need not be re-verified immediately. Based on our system intelligence and industry experience, we prioritize the bookings based on their check-in dates.

Booking pushed to rePUSHTI system	Same day Check-In	Check In on the next day	Check In within the week	Check In date within a month
Re-verification timeline	1 to 2 hours after booking sent to rePUSHTI	6 to 8 hours after booking sent to rePUSHTI	2 to 4 days	7 to 15 days

✓ Re-verification of same day bookings is a very critical process. Sometimes, you get a booking in a country which is in a different time zone and no one is available to re-verify the booking.

✓ There are instances where the guest is standing right outside the hotel and making a booking for immediate check-in.

✓ Multiple scenarios need to be examined and we leverage our intelligent algorithms to predict the probability of a booking to be re-verified at any time of the day.

RE-VERIFICATION REPORT FOR 2021-2022

7149
Sample size shortlisted for the purpose of this report

5522 (77.24%)
Bookings successfully re-verified

1627 (22.76%)
Errors encountered in bookings during re-verification

These 22.76% are those travellers who WOULD have faced issue at their hotel. However due to rePUSHTI's re-verification, such a potential issue was highlighted and sent to the travel agents.

WHAT CAUSED ERRORS IN THE BOOKINGS?

Close to 1 out of 4 bookings have encountered a mismatch that was identified at the time of re-verification.

We further break down these mismatches to understand the underlying causes.

rePUSHTI was able to prevent the bad experience, these travellers would have had to face and helped our customers deliver a seamless experience.

Types of Statuses	Percentage	Details
Booking not found	4.7%	While reverifying the booking it was observed that certain bookings were not found in the hotel's system. This happens when the hotel does not receive the booking from the supplier or bookings have not been processed at the hotel.
Property closed	2.8%	Travel agents and companies often book a hotel but are unaware that the property is either temporarily or permanently closed. Our re-verification highlighted such cases and we informed our customer accordingly.
Cancelled	3.6%	When we reverified bookings, we found that sometimes the bookings were canceled at the hotel. Reasons may vary as the Supplier or Guest can directly cancel the booking at the hotel.
Payment Issues	1.2%	Payment issues are quite common. This happens when the customer has already paid the travel agent. But the reconciliation of payment between the supplier through whom the travel agent has booked the hotel hasn't happened. Other issues include VCC not authorized, Hotel waiting for an agent response, or partial payment. rePUSHTI can highlight such issues in advance before the customer reaches the hotel.
Booking confirmed but mismatch highlighted	12%	We noticed that a few bookings that were reverified but one or more parameters did not match the details provided during the booking.
Other errors encountered	1%	Hotels refuse to verify bookings with a third party hence the booking is not reverified. The hotel informed us of duplication of booking The hotel did not accept bookings from suppliers and did not confirm them at their end. So, the booking remains unverified. The hotel had the booking but they cannot confirm it. This situation arises when there is a booking at the hotel but it cannot be confirmed due to the unavailability of rooms in the hotel

CHANNELS OF REVERIFICATION

The re-verification process is performed by our team through various means of communication. We try various means to ensure that the re-verification we received is highly accurate.

Here are the methods we primarily use

Channel	Process
Calls	Bot calling Manual calls
WhatsApp	Messages
Emails	Emails
Alternate Methods	Social media handles of the hotels

THE BOTTOM LINE

Why re-verification matters?

✓ Irrespective of the supplier you use, you are bound to encounter mismatch in at least 1 out of 4 bookings.

✓ Bad customer experience due to factors beyond your control often results in loss of income, reputation and potential customers.

✓ Manual re-verification is a non-standard process.

✓ Through the process of re-verification by rePUSHTI, it is possible to provide your customers with a consistent, hassle-free and smooth sailing experience.

What can rePUSHTI do for you?

✓ The Travel industry is always on the move and so are we. We have customers all over the world and across various time zones.

✓ Therefore, rePUSHTI functions 24/7 ensuring that no matter when the booking is pushed through rePUSHTI, we start the re-verification process.

✓ Our re-verification process is also cost-effective where you spend just $1 per reverification.

✓ With rePUSHTI you can ensure that your business and services stand out in the crowded space of travel industry.

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A Simple way to Re-verify Travel Bookings