

# TRAVEL INDUSTRY TAKES OFF WITH DATA ANALYTICS

## PROFILE



Founded in 2017, Plover Trip is a corporate travel management and technology solutions provider in Singapore that goes by a digital-first, data-driven philosophy.

## CHALLENGES



Information required for planning of business trips were compiled through manual means and stored in various separate sources.

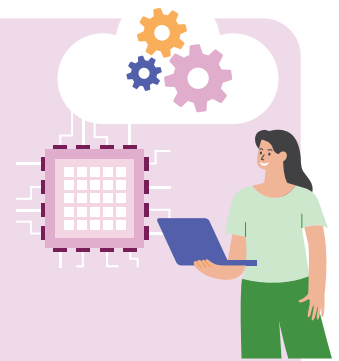


Operational inefficiencies trickled down to clients and diminished the customer experience.

## THE SOLUTION

At their point of inception, Plover Trip built their digital infrastructure around a master database to house and consolidate all data onto a secure cloud-based server to:

- Immediately organise and see relevant client data to generate multiple reports with speed and ease.
- Improve clientele service by providing their clients with insights into their past transactions to make more accurate forecasts for their respective annual travel budgets via an interactive dashboard.
- Initiate improved business strategies to boost sales by monitoring client transactions, financial records and travel agent productivities.



## BENEFITS



**Increased**  
client satisfaction with  
customer retention rate of **98%.**

By analysing client booking patterns and historical sales data, Plover Trip can generate business insights and establish strategic revenue-boosting relationships with suitable travel and hospitality partners.

**Mr Garry Chee, Assistant Vice President, Product Development, Plover Trip**

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# Amid the pandemic, travel management company Plover Trip uses data analytics to enhance the customer journey every step of the way.



While Zoom meetings and remote work are now the norm, there was once a time when business travel and all its perks, from the occasional business class flight to stays at top luxury hotels, was an event many in the workforce would look forward to.

To make business trips as smooth as possible, advance planning is paramount.

Accordingly, companies would often tap onto travel management agencies to sift through the deluge of booking options and come up with the ideal itinerary from start to finish.

## The Solution

### Deploying data in travel and tourism

With this in mind, even during their point of inception, Plover Trip already set out to build their digital infrastructure around a single source of data.

Known as the master database, the company houses all client details and data onto a cloud-based server that consolidates the information and keeps it secure.

There, relevant client data is immediately organised and made visible on the company's management platform — giving

In Singapore, one such agency is corporate travel management and technology solutions provider Plover Trip.

Founded in 2017, Plover Trip's digital-first, data-driven philosophy has helped the company and its dedicated corporate clientele improve productivity, save costs and weather the challenges amid uncertain times. Here's how they did it.

### Challenges

Given the sheer amount of planning needed for business trips, historically, corporate travel management agencies compiled information through manual means.

Tasks like tracking payments, creating sales reports and sending invoices would take hours as data was kept in various sources.

More often than not, these inefficiencies also trickled down to clients, diminishing the customer experience.

To avoid similar delays faced by traditional corporate travel management agencies that came before them, the company was dedicated to deftly managing travel data from the beginning.

As most of their clients were companies with frequent business trips, it was crucial that Plover Trip could provide the relevant information promptly.



“Organisations using a travel agency were unable to have immediate insights on travel spend, the locations of their staff at any point in time and whether they were receiving the best deal for their dollar.”

- Mr Garry Chee, Assistant Vice President, Product Development, Plover Trip

Plover Trip the power to generate multiple reports with speed and ease.

Beyond streamlining business processes, the platform also includes an informative dashboard that allows clients to easily view a snapshot of their transactions with Plover Trip.

With just a few clicks, clients can assess travel spending, missed savings, the number of employees currently abroad and their locations as well as the amount of carbon emissions from their trips.

Armed with these insights,

clients can then make more accurate forecasts for their respective annual travel budgets.

### In data analytics we trust

Similarly, Plover Trip staff can monitor client transactions, financial records and travel agent productivities at a glance. These, in turn, help the team initiate improved business strategies to boost sales.

For instance, the company could enhance existing travel policies or establish preferential relationships with frequently used airlines or hotels to help their clients gain greater savings.

## Benefits

Through these efforts, Plover Trip increased their clients' satisfaction with a customer retention rate of 98 percent. Ultimately, their feat highlights how leveraging data analytics from start to finish could make all the difference — and ensure a smooth-sailing business trip.

## Looking to make better use of your data?

The Better Data Driven Business (BDDB) programme aims to help SMEs use their data to make better business decisions. Find out more at [www.imda.gov.sg/bddb](http://www.imda.gov.sg/bddb).

*This use case provided by Grand Hyatt Singapore is also under the Singapore Tourism Board (STB) Data College programme.*

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