



# Leading Travel & Tourism Accommodation Company Achieves Real-time Pricing Alerts

## BUSINESS CHALLENGES

- ✔ Inability to track 40 + competitors within 50,000 contracted properties across 500+ locations
- ✔ Lack of high-end hotel contract management to offer maximum occupancy coverage on website
- ✔ Limited visibility into property availability on website, adversely affecting competitive pricing

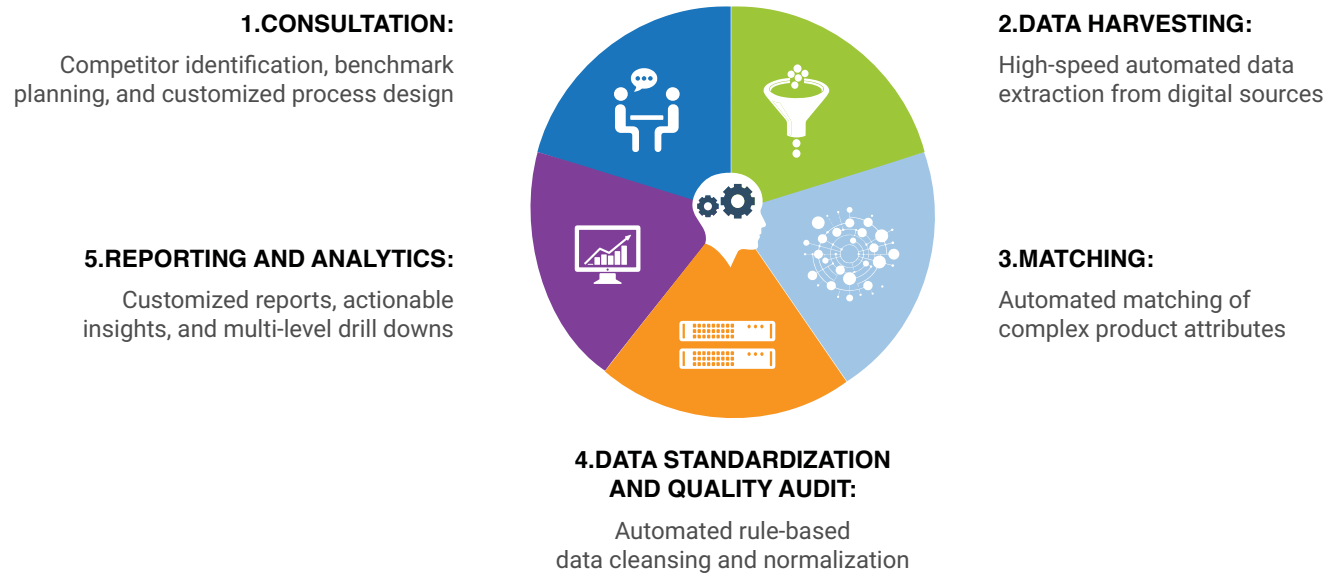
## RESULTS

- ✔ 1500+ real-time alerts of pricing strategies and margin variation with intuitive reporting suite
- ✔ Timely, up-to-date data to enable immediate responses to rapidly changing competitive marketplace
- ✔ Assistance understanding and anticipating competitor strategies
- ✔ 70% of products below competitor prices with insightful data to launch in new markets
- ✔ 20% annual growth of new locations

## ECLERX DIGITAL SOLUTION

- ✔ Tracked over 10 million real-time data points from top competitors across global regions
- ✔ Automated data harvesting platform to optimize data collection from multiple sources
- ✔ Enabled consistent, accurate matching of 50,000+ properties from 500+ locations, using a complex, multi-algorithm matching logic with defined business rules
- ✔ Implemented a price availability and violation alert (PAVA) tool to detect violation of specific threshold prices with additional screening and verification procedures before pushing out automated alerts
- ✔ Provided near real-time reports and insights of competitive positions including 80+ executive dashboards on a daily and weekly basis

## ECLERX DIGITAL'S COMPETITIVE & PRICING INTELLIGENCE WORKFLOWS



## ECLERX DIGITAL'S COMPETITIVE & PRICING INTELLIGENCE DELIVERABLES



### ABOUT ECLERX DIGITAL

eClerx provides critical business operations services to over fifty global Fortune 500 clients, including some of the world's leading companies across financial services, cable & telecom, retail, fashion, media & entertainment, manufacturing, travel & leisure, software and high-tech. Incorporated in 2000, eClerx is one of India's leading process management and data analytics companies and is today traded on both the Bombay and National Stock Exchanges of India. eClerx employs 9,000 people across its global sites in the US, UK, India, Italy, Germany, Singapore, and Thailand.

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