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Case Studies
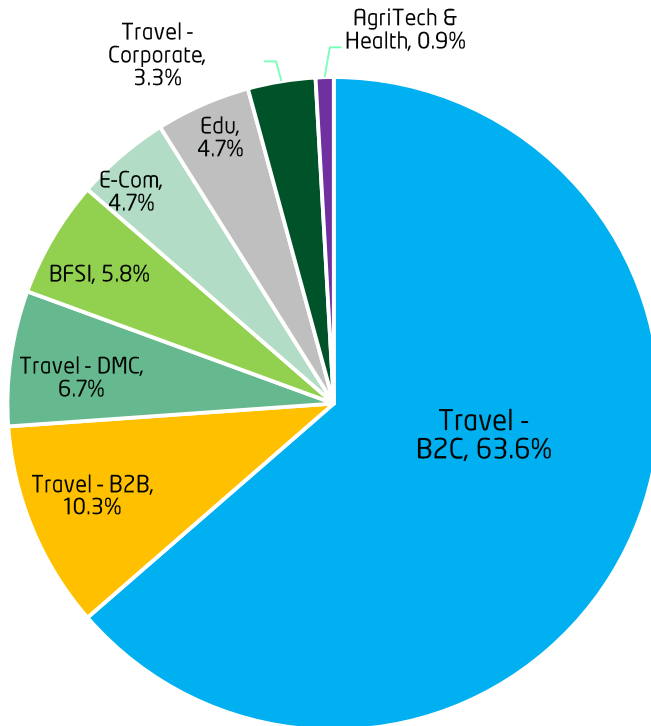
31 Parallel - Overview

31 Parallel Portfolio

Pie chart — 31 Parallel Portfolio:
- Travel - B2C, 63.6%
- Travel - B2B, 10.3%
- Travel - DMC, 6.7%
- BFSI, 5.8%
- E-Com, 4.7%
- Edu, 4.7%
- Travel - Corporate, 3.3%
- AgriTech & Health, 0.9%

Portfolio
- ◆ 31 Parallel has developed a niche in Travel with it covering 84% of the portfolio
- ◆ We have partnered with leaders in the Indian Travel industry
- ◆ We service international partners from USA, UAE, Israel, South East Asia and Far East
- ◆ Other industries we service are BFSI, E-Com, Education, Agritech and Health

Service Levels
- ◆ Meeting and exceeding service levels set by our partners on industry standards
- ◆ Leading in most metrics when compared to other competing centers
- ◆ Clear indicator of the client satisfaction is the organic growth of the accounts

Cost Effective
- ◆ FTE rates are 30-40% lower than TIER I/II BPOs
- ◆ Constant effort to improve efficiency to reduce manpower costs esp. for cost centers
- ◆ For the revenue centers, the ROI per associate is significantly high as the cost of operations is substantially low

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Travel Life Cycle

31 Parallel provides services for various parts of the Travel Life Cycle.

Data Management

- Data sanitization and upload
- Prime metrics are as follows:
  - Data accuracy
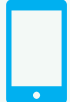 - Timely uploads
  - Upload confirmation

Sales

- Running exceptional sales processes through voice, chat and emails
- Converting sales for hotels, flights, packages (along with activities and inclusion)
- Catering to various segment of the travel industry
  - B2B
  - B2C
  - DMC
- Exemplary Net Promoter Scores (NPS)

Post Sales

- Running formidable post-sales processes through voice, chat and emails
- Connecting with end customer, travel agents, businesses for resolving their queries or complaints
  - B2B
  - B2C
  - DMC
  - Corporate
- Outstanding C-SAT scores

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B2C Travel - Post Sales Processes

Reconfirmations	INTL-Dom Air Flights	Mobile Feedback	Cab Bookings
• Outbound Call • Reconfirm all bookings in the grid with the hotels • Move any bookings with issues to the relevant departments • Stellar productivity	• Email, Voice, Chat • Customer queries are received through e-mails and Chats relating to International and Domestic travel • Trending above target for CSAT	• Email, Voice • Resolving customer queries received through the app related to various issues like Hotel, Flight, Package details, etc or forwarding to relevant department	• Email, Voice • Customer queries are received through e-mails and chats relating to domestic cab bookings

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B2B Travel Process Life Cycle

Data Mgmnt

Sales

Review

Recon

Customer Care

Data Management

Sanitization and upload of data Client's portal. Primary tasks are data accuracy, timely uploads and upload confirmation.

Sales

The sales process is twofold – introduction and onboarding of travel agents through a welcome call and subsequently generation of sales through emails and phone follow-ups.

Review

Once the sale is been made, it is handed over to the Review team to determine that all the quote requirements match with the final booking.

Reconfirmations

Upon successful review, the Reconfirmations team reconfirm it with the hotel for easy check-in and hassle free stay for the guest

24/7 Customer Care

Any issues faced by the Agent/Customer at any point in the booking or travel are handled by the customer Care Desk using the **BASIC** Methodology developed at 31 Parallel.

Booking Issues
Amendments
Support
IT Issues
Check-in Issues