**Zenith COMC**
inspired travel technology

# Tour Business Process

Livn is a market leader in B2B travel booking solutions, providing low-cost SaaS and wholesale distribution products to the travel industry. Our client enables partners to connect with the largest live tours, activities & attractions inventory platform globally. Through a single integration with Livn's API platform, partners can connect to 15,000+ tour operators and over a million tours (Day & Multiday) and activities across the globe.

**Business Challenges:** Today Livn's backbone is its ability to provide high quality, accurate, real-time content. Our initial project challenges were;

- Content Analysis: Segregation of operators based on Tour types, locations and different parameters related to the tour
- Operator Management: Tour content varied depending on the location & size of operators and different types of tours
- Rates and PAX Management: Accuracy and reliability of data is of paramount importance.
- Geocoding locations: Analyzing city locations across the globe, precise pickup and drop points etc
- Staff Training & Retaining: Creating a team of well-trained Travel & Tour domain experts was a key.
- Content Management: Content creation, Rework, Reviews, SEO, Alignments, Image Management and Quality control.

# livnholidays
# Case Study
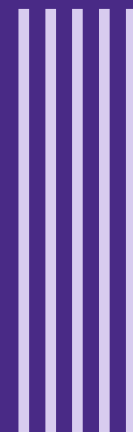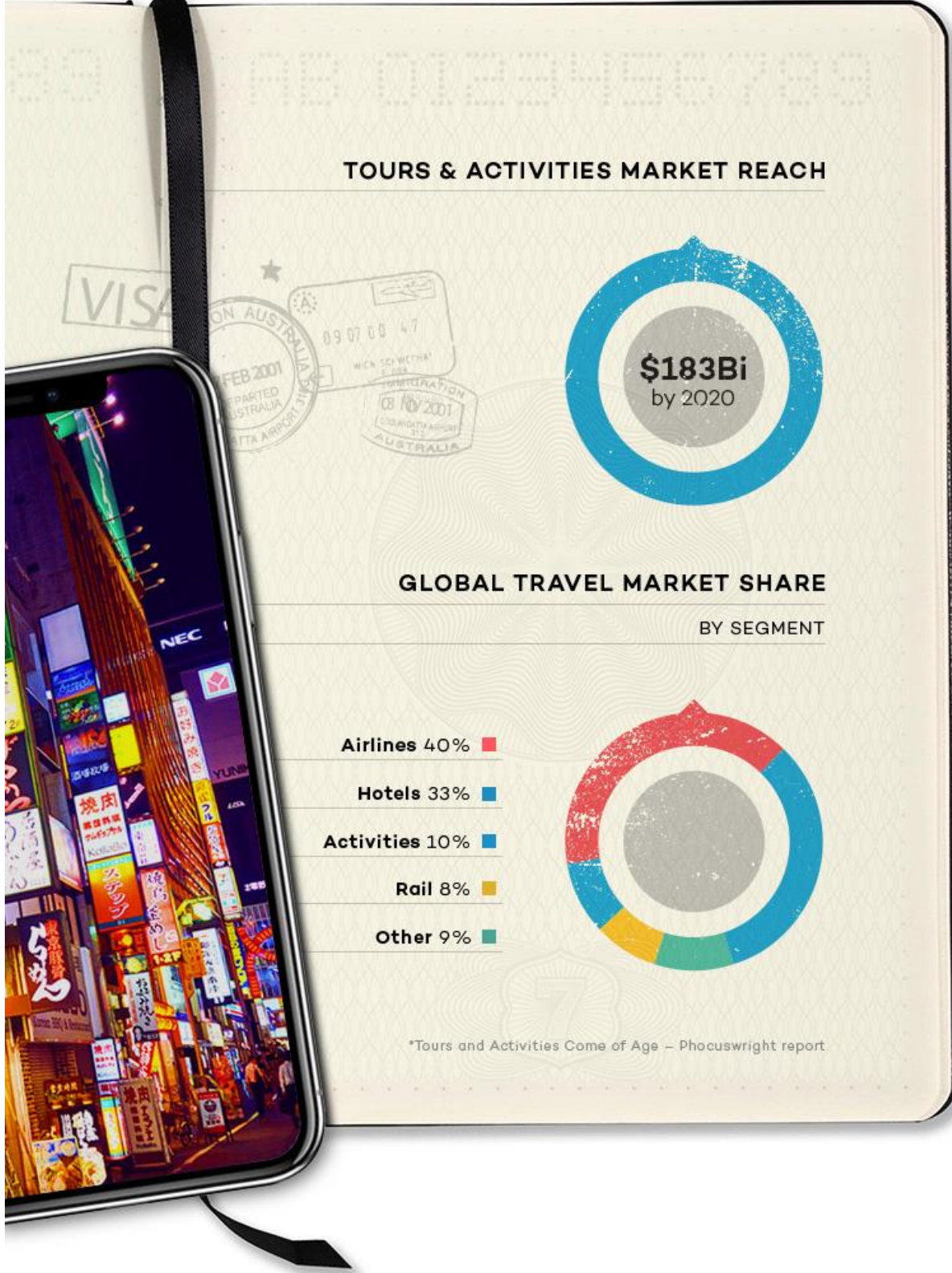
## TOURS & ACTIVITIES MARKET REACH

**$183Bi**
by 2020

## GLOBAL TRAVEL MARKET SHARE

BY SEGMENT

Airlines 40%

Hotels 33%

Activities 10%

Rail 8%

Other 9%

*Tours and Activities Come of Age – Phocuswright report

# How does Livn benefit

- **Process driven** Nearshore-Offshore backend operation.

- **Reduced cost** of operations by over 60%. Our client now has access to high quality professionals, efficient CRM & reporting tools and an ongoing process that delivers great results.

- **We've improved productivity** for Livn with our extensive travel expertise and a team of highly skilled professionals who manage Content, Rates, Images, locations etc.

- **Livn spends more time on growth** by outsourcing their key back office processes. Their inhouse team is now utilizing their time and resources in adding Tour operators and expanding to additional geographies.

- **Faster Turnaround time:** The offshore facility works round the clock 24 x 7 x 365 days. Quicker results are produced using a streamlined process, allowing Livn to drive growth with little incremental capital.

# What we do for Livn

## 1. Content Management

- **Tour Content Creation:** Many suppliers have their own content, but it's important to have professional copy editors to proofread and make sure it reads well, grammatically correct and optimized for SEO to increase web visibility.

- **Import Tours operators & Analyze:** Every Tour operator is different. We examine each operator based on Geography, Tour type, and several other parameters

- **Image Management (Selecting, Setting, Cropping, Sizing etc):** As images are a key to engaging customers, they are paramount to our client's online strategy. Our experience in working with many OTAs enables us to distinguish between 500+ million Images, media on third-party content. We exactly know the kind of images travelers like to see.

## 2. Rates and PAX management

Many parts of the Tour industry are yet to have Dynamic Rate System, hence accurate prices have increased conversion rates by over 80%.

## 3. Geocoding locations

- **Pick-up & Drop points and Locations:** Evaluating correct start-end points of tours, attraction, hotels and numerous identifiers such as address, photos, descriptions, contact numbers etc. It's our duty to ensure customers can reach any location on earth using correct maps, coordinates, latitudes & longitudes of start & end point locations.

ComCrowd Global
Making IT possible

# Key to success is COMMUNICATION

**Nearshore Contact-** An onsite Manager acts as a Single Point of Contact (SPC) for all communications during local time zone. The SPC ensures quick response for adherence of SLA's standards.
- o The offshore Manager makes regular onsite visits for project discussions. *Our clients are not charged for any travel costs as Managers handle multiple client assignments and costs are built-in to overall management cost.*

**Content & Project Management Systems:** All stake holders have access to systems to track Content inputs, timesheets, and deliverables.

**Web conference:** Scheduled frequent Trello & Zoom web conference discussions are done to discuss progress and track deadlines.

**Reporting:** Productivity of all staff is tracked via online reporting
- o Processing minutes for Tours, Products, Flavors, Operators etc.
- o Staff leaves, downtimes etc.

**Most importantly- Outstanding staff @ Livn:** Every project comes with its own challenges, but having a wonderful client makes our job very easier.

# Some more facts

**We are adding Tours every minute** and reaching a target of 15,000+ operators. Some of prominent ones are **AAT Kings, City Sightseeing, Hotelbeds, GTA, Greyline Tours etc**

*"You should connect with Livn to talk about us"*

## Product Categories

Adventure Experiences

Cultural experiences

Theme Parks

Guided Tours

Air, Land & sea sightseeing

Airport Lounges