

Lead scoring system for an air ticket sales company

17% sales growth for flight
booking platform

About

WaveAccess is a results focused software development company that provides high quality software outsourcing services to hundreds of emerging and established companies globally. We use our technical expertise to increase business efficiencies, optimize slow or unreliable systems, recover projects that have gone off track and bring ambitious ideas to life.

22

years of delivering successful outcomes for customers

800+

talented and passionate professionals

8

R&D centers and regional offices

17+

industry verticals from banking to healthcare

500+

successful projects delivered and counting

96%

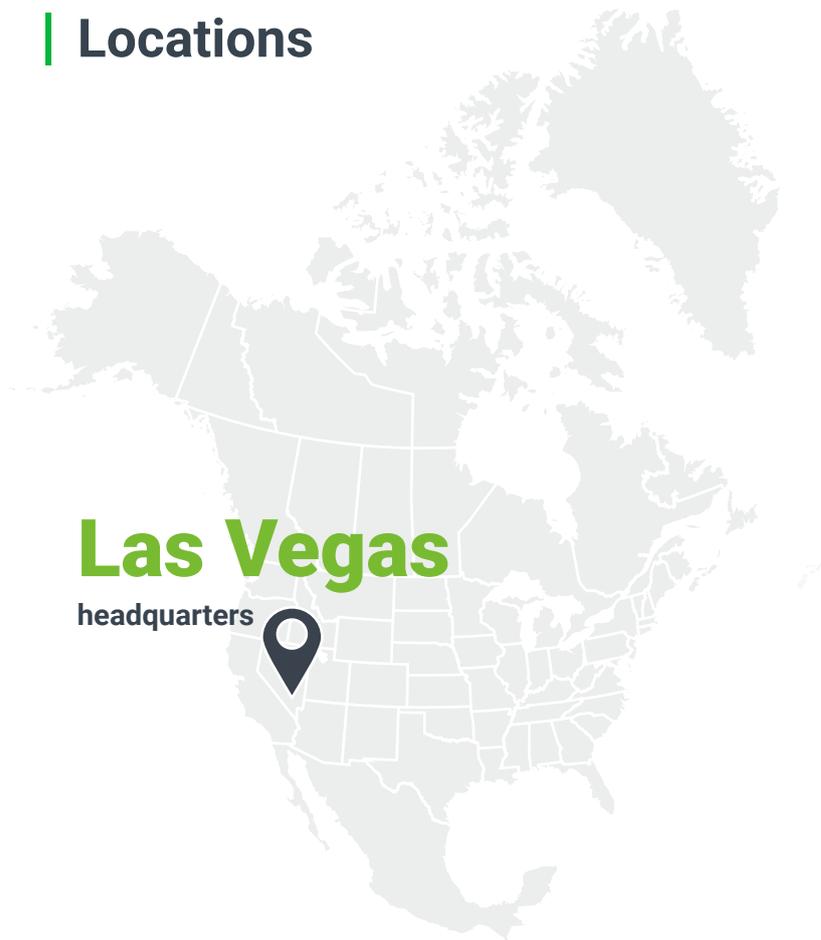
customer satisfaction index

Awards and Recognitions



SCI-TECH AWARDS
(ACADEMY OF MOTION PICTURE ARTS AND SCIENCES)

Locations



USA
sales offices



Denmark
sales offices



Eastern Europe
sales offices



Germany
sales offices

Core Competencies



Implementation of highly loaded and highly scalable systems



Workflow and business process automation



Development of Real Time Monitoring Systems



Microsoft Dynamics CRM development, customization and implementation



Blockchain implementation



Web and Mobile applications development



Building ETL and BI Systems



Project recovery



Building AI and Machine Learning based systems



System Integration and optimization



Data import and migration



IoT project development

Client

Wholesales Flights – is a 'boutique' travel agency specializing in business and first class airfare and expert travel support. Contracts with major consolidators enable the company to offer steep discounts (up to 70%). The tickets are sold via the company's websites: a user fills out a form on a website, later the travel manager calls them back, refines details, and helps to close the deal.

| Business goal

When selling premium class goods and services, businesses often discover conversions dramatically slowing down over time. At first, it firmly increases, but after the turnover growth, companies start fighting for hundredths of a percent. And even the slightest conversion rate improvement means appreciable sales growth.

Our customer faced a problem: their conversion rate had become stagnant for a long time, despite their travel experts' efforts, premium quality, competitive prices, and customer care. Trainings, UX improvements, and marketing efforts hadn't brought them the desired result, and the company decided to find a brand new method.

| Solution

Our customer decided to revamp their management process and help their travel experts by providing customers better offers thus closing more deals. To achieve this, they paid maximum attention to lead management and to their incoming requests.

Managers manually processed users' requests: they read a request, called a user back and offered a selection of tickets. They didn't always close a deal, and sometimes a user never answered their phone. While travel managers were trying to call back uninterested users, the real hot leads may have been overlooked.

So there was a goal:

- Forecast automatically, which user is a hot lead, and if they are ready to answer the phone.
- Correspondingly rate users' requests so they are directed to travel managers who are most likely to close the deal (in order to call them back first).

Machine learning is used within the project to detect based on the request's content and other data, if the author is likely to pick up the phone and if they are ready to pay. By ranging the list from the more prospective users to the less prospective ones, managers can sell more.

Why WaveAccess?

Wholesales Flights is our long-term client. We developed several projects for the company, among them are:

- WSF's website and its innovative call-center has been completed (read the case).
- The native mobile application development project is in the final stage.
- The completed solutions are supported by WaveAccess.

Among the reasons to choose WaveAccess was our specialization in the development of solutions based on artificial intelligence and machine learning technologies.

Process

Because of a lack of initial data, our developers first had to organize data gathered from the website. Some facts about each user would be gathered and analysed 'on the fly', as a user browses, searches, and sends a request:

1. Query contents (chosen destination, dates and time);
2. Time and date of the request, geotag, IP address;
3. Where the flight is supposed to go and where from (country, city);
4. Tickets class;
5. Email's domain.
6. Customer journey and traffic source.

After choosing machine learning algorithms and testing them, we created the Proof of Concept that proved the idea of leads prediction to be realistic. The requests from the Wholesales Flights website are gathered and rated according to lead quality. Travel managers first call back to the more promising leads, which increases both likeliness of picking up the phone, and of making a sale.

Travel managers' efficiency is also rated by a number of metrics. The solution tracks how quickly the request was handled, how successful the negotiation was, and other qualifying parameters.

Agent	Lead Contact Name	Destination	Travel Dates	Price	Status
Agent 1	John Doe	London	2023-10-01	1200	New Request
Agent 2	Jane Smith	Paris	2023-10-05	1500	Ready to Book
Agent 3	Mike Johnson	NYC	2023-10-10	1800	Booked
Agent 4	Sarah Brown	Los Angeles	2023-10-15	1400	New Request
Agent 5	David Wilson	San Francisco	2023-10-20	1600	Ready to Book
Agent 6	Emily Davis	Chicago	2023-10-25	1300	Booked
Agent 7	Robert Miller	Seattle	2023-10-30	1700	New Request
Agent 8	Laura Garcia	Portland	2023-11-05	1550	Ready to Book
Agent 9	James White	Denver	2023-11-10	1450	Booked
Agent 10	Maria Lopez	Phoenix	2023-11-15	1650	New Request
Agent 11	Christopher King	San Diego	2023-11-20	1500	Ready to Book
Agent 12	Amanda Green	Las Vegas	2023-11-25	1350	Booked
Agent 13	Matthew Black	San Antonio	2023-12-01	1750	New Request
Agent 14	Olivia Taylor	San Jose	2023-12-05	1600	Ready to Book
Agent 15	Benjamin Hall	San Francisco	2023-12-10	1400	Booked

This data helps to make phone communication more effective, allowing agents to adapt their script to the customer's profile and behavior. The highest-margin queries are redirected to the most skilled managers.

Name	Phone ID	Status	Last Call	Status	Phone	Email	Task	Price	CAC
John Doe	0015551234567	Available for call	2023-10-01	Available for call	0015551234567	john.doe@company.com	10	1200	1200
Jane Smith	0015552345678	Available for call	2023-10-05	Available for call	0015552345678	jane.smith@company.com	15	1500	1000
Mike Johnson	0015553456789	Available for call	2023-10-10	Available for call	0015553456789	mike.johnson@company.com	20	1800	900
Sarah Brown	0015554567890	Available for call	2023-10-15	Available for call	0015554567890	sarah.brown@company.com	18	1400	778
David Wilson	0015555678901	Available for call	2023-10-20	Available for call	0015555678901	david.wilson@company.com	22	1600	727
Emily Davis	0015556789012	Available for call	2023-10-25	Available for call	0015556789012	emily.davis@company.com	16	1300	813
Robert Miller	0015557890123	Available for call	2023-10-30	Available for call	0015557890123	robert.miller@company.com	25	1700	680
Laura Garcia	0015558901234	Available for call	2023-11-05	Available for call	0015558901234	laura.garcia@company.com	20	1550	775
James White	0015559012345	Available for call	2023-11-10	Available for call	0015559012345	james.white@company.com	18	1450	806
Maria Lopez	0015550123456	Available for call	2023-11-15	Available for call	0015550123456	maria.lopez@company.com	22	1650	750
Christopher King	0015551234567	Available for call	2023-11-20	Available for call	0015551234567	christopher.king@company.com	16	1500	938
Amanda Green	0015552345678	Available for call	2023-11-25	Available for call	0015552345678	amanda.green@company.com	14	1350	964
Matthew Black	0015553456789	Available for call	2023-12-01	Available for call	0015553456789	matthew.black@company.com	20	1750	875
Olivia Taylor	0015554567890	Available for call	2023-12-05	Available for call	0015554567890	olivia.taylor@company.com	18	1600	889
Benjamin Hall	0015555678901	Available for call	2023-12-10	Available for call	0015555678901	benjamin.hall@company.com	22	1400	636

| Technologies

1. Python language;
2. MySQL database;
3. ML-server – flask;
4. Data manipulation and analysis – Pandas;
5. ML-model – gradient boosting from scikit-learn.



pandas



| Result:

17% sales growth

Machine learning algorithms help to predict conversion and marginality of customers' requests based on gathered data. As a result:

- Processing of the most promising users' requests became faster;
- The company can check and improve a manager's efficiency by a set of metrics;
- The company can track traffic and discover correlations with closed deals.

According to Wholesales Flights testimonial, the sales rate increased by 17%, regardless of the high competition in the industry.



If you have a project for us,
please get in touch

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