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
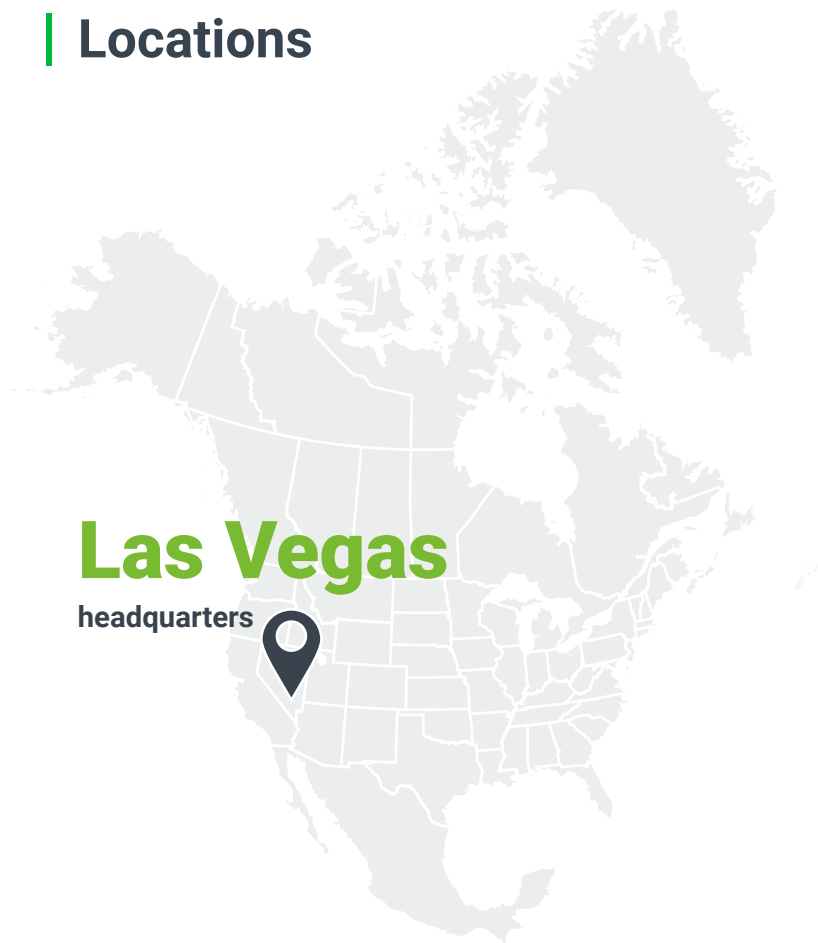
500+
successful projects delivered and counting

96%
customer satisfaction index

Awards and Recognitions

Microsoft Partner
Microsoft
2017 Partner of the year Business Analytics Award

Microsoft Partner
Microsoft
2018 Partner of the year Artificial Intelligence Award

Microsoft Partner
Microsoft
2019 Partner of the year Media & Communications Award

Microsoft Partner Network
WORLDWIDE **DYNAMICS PARTNER OF THE YEAR**
2009, 2010, 2011 & 2016

GDPR

Information Security
ISO/IEC 27001

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

Locations

Las Vegas
headquarters

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.

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.

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.

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.

WaveAccess
We Make IT Easy

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

hello@wave-access.com