CERTAINTY
Crafting Excellence.

Identifying Potential Customers

INDUSTRY	Travel	CLIENT	One of the leading travel & tourism agencies in Costa Rica

THE PROBLEM

High Cost of Customer Pursuance & Poor Conversion

The client faced challenges related to identifying the potential customers to follow-up. Due to high volume of travel enquiries, providing equal attention to individuals was not only time-consuming but also costly. Moreover, inefficient & inaccurate identification of potential customers was resulting into poor conversion ratio.

SOLUTION OFFERED

To reach to the root of the problem and then solve it appropriately, following approach was adopted:

Data Consolidation
- Consolidating the customer data from multiple sources
- Cleansing & data preparation

Analysis
- Analyzing the data to identify patterns & key features
- Segmentation based on demographics, requirements, etc. to refine the patterns

Model Development
- A Multivariate Classficiation model to predict probabilities of conversion with highlighting the level of attention needed

OUTCOME:

The client had an efficient prediction mechanism to identify potential customers where they can provide larger attention. It had helped in improving the conversion ratio with reduced effort & time. As they now have distinguished categories of potential customers, they can better plan their business strategies to pursue them, which has resulted into lowering down the overall cost.

Apart from above, it had also increased the overall motivation level of the client team and they could serve there customers better, resulting into increased customer satisfaction & repeated customers.