



# Here Are 3 Tips For Tension-Free Profits

**M**r. Neelkanth P., Managing Director of CRS Technologies India Pvt Ltd, is a Travel technology expert and has many tips for the streamlining and advancement of the travel industry. Here are three of his most popular tips to boost your profitability. "CRS Technologies India Pvt Ltd has conceived, designed and implemented systems for sales and reservations of hotels & resorts. He has developed technology in





Inventory" distribution has been negated. Designed & developed Dynamic Multi Destination Tour itinerary Booking system. He has core competence in software systems design and Artificial Intelligence that develops budgeting systems that provide accurate forecasting and real time updates. He has specialized expertise in mobile applications, GPS design and implementations. Neelkanth has done his certificate programme in revenue management from Cornell University and has research background in

distribution of room inventory online, electronic distribution and offline business processes. He has expertise in achieving maximum reach ability of the inventory to achieve higher profitability, developed integrated sales force automation system, which makes the sales process at its best with minimum manual Processes. He successfully made it possible for small properties to use and benefit from GDS (Global Distribution Systems) thereby the challenges of "Small

Artificial intelligence. He is recipient of recent Travel port Hackathon award in Travel technology and has client list of CGH Earth, Neemrana, Abad Group, Samode & 200 other small chain or independent hotels where his technology is successfully deployed."

### **Problem No. 1**

Tons of Manual Processes to be optimised  
Every time when a travel company receives a guest enquiry regarding tour package or accommodation,

the team needs to search agency contracts and may also require contacting the hotels, vehicle rental agencies and other service providers directly to check availability and best available rates. Guests may also seek specific packages and want to compare the package cost with another service provider. In case the agency manages contracts on spreadsheet, they may find it difficult searching right deal, mapping itinerary and generating quotes based on the requirement of the guests. In normal working scenarios a guest gets the quote after 24 hours. The guest might not wait for long for costing details and may probably switch to other agencies. What is required?

Travel agencies must switch to a paperless environment and use the most up-to-date system and technologies for the business, to bring down operational cost, avoid costing errors and simplify the booking and reservation process, to maximize revenues through guest turnouts so that they may be able to stand tall against the market contenders. This system must also facilitate telephone and mail integration to never miss important calls and emails from the prospective customers or guests.

### **Problem No. 2**

#### **Payment Dilemma**

Travel Agencies and Tour Operators face delays in collection of payments from guests, especially



international guests. Some have paid the whole amount in advance, some have paid a part in advance, some are yet to pay anything and some have send in cheques. Some are making direct payments and some are paying through their travel agencies abroad. The payment reminders and collection follow-up are hard to track on real time basis.

### What is required?

To make things convenient for everyone involved (both the agency and the guests), one needs to have a secure and user-friendly payment system, which should not only update agencies about due payments, by giving repeated alerts to follow-up with guests, but also send reminder mails to the guests that their payments are due for specific services. The travel agency needs to have an inherent payment gateway, which could promise secure payment dealings, be it through credit cards, debit cards or other banking facilities.

### Problem No. 3

#### Technology Dilemma

Most people use Smart phones to make instant hotel bookings and planning itineraries. According to a study by the Internet and Mobile Association of India (together with IMRB International), there were 159 million mobile Internet users in October 2014. This shows that the 'booking online via mobile' trend is speedily and incessantly on the rise, as the numbers are

even giving the right signals to companies to start leveraging on the mobile traffic, if they have not already started doing it.

### What is required?

Travel agents must provide mobile apps for 'on the spot' hotel bookings and reservations and thus protect and consolidate their online presence. They must search for and get

systems using affordable technology that is easy to install, easy to use and be helpful in speeding up the work. Smartphone and tablets are the future, as the bookings through these mediums have started revolutionizing the e-commerce scenario. Hence, none can lag behind and let market competitors make hay while the sun shines.



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