

Data in Action

A solid data strategy enabled Chan Brothers Travel (CBT) to leverage the reopening of borders to resume business operations.

COMPANY PROFILE



Founded in 1965, Chan Brothers Travel (CBT) started as a travel agency in Singapore and is one of the region's largest private travel agents and tour operators. The Company is held under Chan Brothers Group, which privately owns and operates over 30 companies in travel and travel related investments and property in Southeast Asia, Australia, China and the Region.

THE CHALLENGE

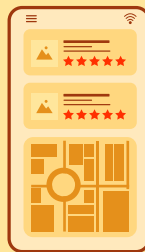
Chan Brothers Travel (CBT) was hit hard by the COVID-19 pandemic. When Vaccinated Travel Lanes (VTL) opened, CBT had to find new ways to connect with customers. It was necessary to understand the changing consumer behaviour, such as people's willingness to travel and new travel preferences.

The COVID-19 pandemic prompted the company to upskill their employees and leverage data analytics to transform business operations. Although the management team was keen to harness data insights to guide the company's new strategy, an internal assessment using the Tourism Transformation Index (TXI) identified several capability gaps to be addressed prior.



THE SOLUTION

With the help of the STB Data Analytics SHift (DASH) Programme, CBT launched a multi-pronged data strategy that leveraged both offline and online channels. This helped the team gather sales leads, connect with customers and gather information on customer preferences to guide business development efforts.



Estimating demand

The team developed a web app form listing nine VTL travel destinations. This was shared across multiple social media channels to generate interest in upcoming VTL travel opportunities. Over 600 sales leads were generated from the data gathered, which provided further insights to the team on where and when people wanted to travel.

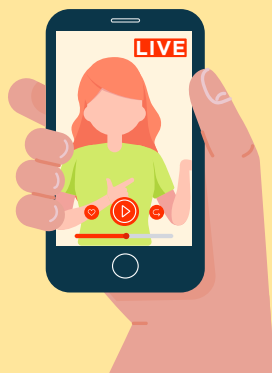
Understanding the customer

VTL travel packages were launched through two hybrid travel fairs. Besides offering a chance for face-to-face communication with customers, these fairs offered data insights about the demographics and preferences of existing and potential customers. Click-through rates for hybrid events were also used to estimate consumer interest in various destinations. With this information, the team was able to pitch relevant products and refine their strategies to reach their target market.



New methods of engagement

The team renewed its focus on building online engagement and began generating customer interest through livestreams from out-of-town locations. This increased interest in destinations, boosted organic engagement on CBT's social media platforms, e.g. with a single livestream capable of organically reaching over 13,000 views alone on Facebook, and provided insights into topics people were most interested in.



RESULTS



The abundance of customer data gathered across platforms gave CBT a clear understanding of the market and supported the team's recovery strategy.



DATA-BACKED MARKET STRATEGY

Web applications increased sales leads and offered valuable insights about growing customer segments.



50% INCREASE IN SALES LEADS

Business development efforts could focus on destinations and demographics with the greatest demand.



IMPROVED RESOURCE ALLOCATION

KEY TAKEAWAYS



Integrate supporting infrastructure as early as possible. Multiple data systems operating in silos poses challenges to data sharing.



Start your transformation journey using the Tourism Transformation Index (TXI), to identify capability gaps and create a structured framework for digital transformation.



Employee engagement and management buy-in are critical to the adoption and development of a data-driven work culture.



"The strong outcomes from our internal transformation efforts, through support from the DASH programme, reinforced that our data transformation strategy was necessary. Start now or be left behind."

Allen Leng
Director, Corporate Office

Disclaimer: The information provided in this case study is accurate at the time of publication.