Data in Action

Single source of data keeps Plover Trip's operations seamless and value driven

COMPANY PROFILE

Plover Trip is a corporate travel management company in Singapore offering innovative corporate travel services and technology solutions.

A licensed travel agency, Plover Trip was founded in 2017 and the company's digital-led processes has helped both Plover Trip and its clients improve productivity, generate strategic business insights and save costs.

THE CHALLENGE

Traditionally, corporate travel management agencies have to contend with laborious back-office tasks – sending of invoices, tracking of payments and generation of sales reports are done manually.

Data (including clients' records, travellers' personal information and payment statuses) is saved in different sources, resulting in inaccuracies and inefficiencies. Reports for analysis require hours to generate due to the need to gather and reorganise information from different sources.

Clients are unable to have immediate insights on travel spend, where their travellers are at any point in time and whether they are receiving the best deal on the dollar.

THE SOLUTION

Plover Trip, at its point of inception, decided to build its digital infrastructure around a single source of data (or master database). All information pertaining to clients and Plover Trip is housed on a secure cloud-based server for data integrity. The permissible data for Plover Trip or their clients is organised and displayed using Plover Trip's information management platform, accessible via a desktop browser or mobile application.

Informative dashboard
Clients can view data visualisations of travel spending, missed savings, travellers abroad and their locations, amount of carbon emissions and more on one page. Staff of Plover Trip can also view client spending and transactions, financial records and travel consultant's activities at a glance.

Reports generation
Plover Trip can generate multiple types of reports including volume of daily transactions, failed or late payments, agent productivity (sales closed), spending by client and more.

Seamless flow of data
Everyone works on the same data set, allowing information to remain consistent and up to date across Plover Trip's workflow.

RESULTS

Despite doubling its annual sales transactions in 2019, automated processes such as invoice generation, daily triggers for missed payments and instant reports generation made it possible to maintain a lean finance team.

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HEADCOUNT INCREASE

Due to the digitalised processes, the finance team is able to save 20% in man hours, equivalent to 30 hours per person per month.

20%
SAVINGS IN MAN HOURS

Through analysing client booking patterns and historical data shown within the dashboard, Plover Trip is able to identify business opportunities and make more accurate business forecasts.

With the generated business insights, Plover Trip can establish strategic revenue-boosting relationships with suitable travel and hospitality partners.

IMPROVED BUSINESS STRATEGIES

The data visualisation tools and reports available empower Plover Trip to help their clients better understand their spending trends.

Plover Trip can then make improvements to existing travel policies or establish preferential relationships with frequently used airlines or hotels for greater savings for their clients.

VALUE ADDED INSIGHTS FOR CLIENTS

KEY TAKEAWAYS

For optimal efficiency, it is necessary for developers designing any new data architecture to be briefed on the organisation and its client's usage journey, to ensure that a good infrastructure is built for all users.

It is crucial to ensure data security using measures such as two-factor biometric authentication and a multi-layered encrypted secured network.

With the time saved from digitalised processes, staff can undertake high-value tasks such as business analysis, instead of mundane tasks such as crunching raw data.

Staff can also take the opportunity to participate in upskilling initiatives and equip themselves with more knowledge.
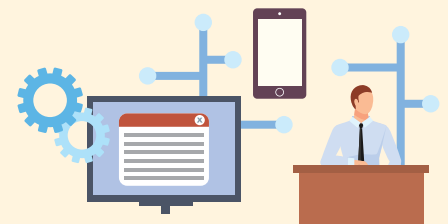
"Our scalable data infrastructure is a future-ready model that will contribute to long-term success."

Garry Chee
Assistant Vice President, Business & Product Development, Plover Trip

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