

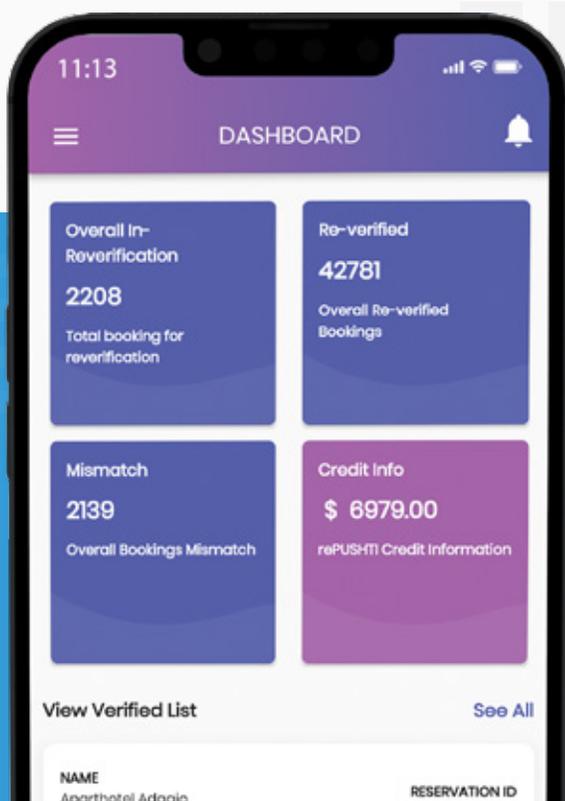
# THE STATE OF RE-VERIFICATION

A REPORT BY REPUSHTI  
VOL 2 FY-2022-23

The goal of creating technological marvels is to revolutionize the world around us. The confusion and disorder that is common in the booking process can be replaced with automation. The introduction of automation in business gives users more time to focus on better business opportunities and overall growth. Technology has changed the travel business, but along with changes, came challenges.

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# CHALLENGES IN THE TRAVEL BUSINESS

The real-time availability of bookings and seamlessly integrated systems make everything run smoothly. Despite its potential to solve some problems, it won't solve them all.

## Here are a few examples of what can go wrong.



The customers are allocated the **wrong room type, no meals included.**



The customer pays for a specific service but receives the **wrong one or no service at all.**



A booking is available on the supplier's system but **not in the hotel's system.**



Hotel guests are charged due to the **wrong VCC (Virtual credit card)** or the hotel is not honoring the **rate paid by the agency.**



The customer reaches the hotel and **finds it closed temporarily or permanently.**

The scenarios listed above are just a few that customers and travel agencies encounter.

Despite best efforts, companies often fail to prevent or overcome such errors. Travel companies lose money and customers after a poor experience.



# USING TECHNOLOGY TO MITIGATE CHALLENGES

## How it started

The idea of a re-verification platform germinated and took root more than **8 years ago** when we noticed a distinct lack of an organized, systematized and **smart technology-based solution for booking re-verification**. We observed that re-verification for hotel bookings was virtually nonexistent. There were a few who re-verified booking manually but it was **time-consuming, needed dedicated resources, costly and could not guarantee trustworthy results**.

## From idea to innovation

Within a week of conceiving the idea, a base for re-verification using technologies was developed. For nearly a decade, the idea of using technology to prevent booking errors was shaped to perfection by our team at **Qtech Software**. It took years of research and painstaking work to implement the latest technology and make futuristic tech a complete reality.

All of this culminated in the launch of **rePUSHTI** on **16th March 2021**. We formally introduced rePUSHTI, a cloud platform that completely automates the booking re-verification process in an organized method.



# INTRODUCTION TO REPUSHTI

The name of rePUSHTI comes from the **Sanskrit word Pushti, which means "verification"**. Our objective is to **automate the booking re-verification process and enhance the customer experience**. The platform was built on ideas and experience that have its base in **17+ Years of Travel Technology Experience**.

Humans have limitations that technology doesn't. rePUSHTI is a cloud platform that automates the booking re-verification process. It re-verifies bookings through AI powered engine. This includes numerous parameters which ensure accuracy and covers a wide range of requirements.

## For travel business by travel technology experts

With **AI and machine learning** at the helm, we can identify booking errors and actively prevent them. **The system identifies booking errors and alerts the users**. The travel companies can then rectify the errors rather than have their travelers face an unpleasant surprise. Booking errors can be prevented by making rePUSHTI a part of the booking process.

We have re-verified over **125,000+ bookings in over 185+ countries in 17 different languages** in the last year alone. By leveraging technology to power the process, we can improve the way travel companies deliver the best possible service and unforgettable experiences to their guests.



# HOW HAS RE-VERIFICATION BENEFITTED THE TRAVEL COMPANIES

Re-verification has played a **crucial role in reducing booking errors**. Guests are unaware of booking errors till they reach the hotel.

## Booking error results in

- ☹️ The customer never chooses the travel agency in the future.
- ☹️ Loss of future customers owing to bad word of mouth.
- ☹️ Monetary loss from compensating the customer.
- ☹️ Damage to brand reputation.

These are just a few of the issues a travel agency could face through poor customer experience owing to a booking error. However, booking re-verification not just prevents all the above-listed issues but also is **beneficial to travel companies** in various ways.



## rePUSHTI conducts re-verification 24/7

- ✓ Travel agencies don't have to spend extra on operations.
- ✓ Re-verification is not limited by time zones, languages, or location.
- ✓ Provide value-added services for travel agencies.



## ABOUT THE REPORT

This report is a study of the pattern we observed in all the re-verifications we have done. These provide valuable insight into booking errors and are important lessons in preventing them. Through 'State of re-verification' we look at how booking errors occur, why they occur, and the consequences of not preventing the situation.

## Here is what you can look forward to in this report

**01**

Numbers, data, causes for booking errors, & much more.

**02**

Types of mismatches and what they lead to.

**03**

Learn how booking errors can harm your business.

**04**

Understand booking errors & how we prevent them.

**05**

Get a road map towards better customer services that improve customer experience.



## RE-VERIFICATIONS: A BRIEF OVERVIEW

Since its inception, rePUSHTI has worked with multiple travel agencies. We have re-verified bookings all around the world. We are not limited by local time, geographical borders, or hindered by linguistic barriers.

Over the last year (**March 2022 to March 2023**) we have re-verified bookings in over **17 languages**, **spanning over 185+ countries**. We have truly marked our presence across the globe in terms of using our services and technology for the betterment of travel businesses.

### Languages

- ✓ English
- ✓ Arabic
- ✓ German
- ✓ Korean
- ✓ Greek
- ✓ Malay
- ✓ Polish
- ✓ Spanish
- ✓ Turkish
- ✓ Japanese
- ✓ Arabic
- ✓ Russian
- ✓ Italian
- ✓ Hindi
- ✓ Egyptian
- ✓ French
- ✓ Portuguese
- ✓ Marathi

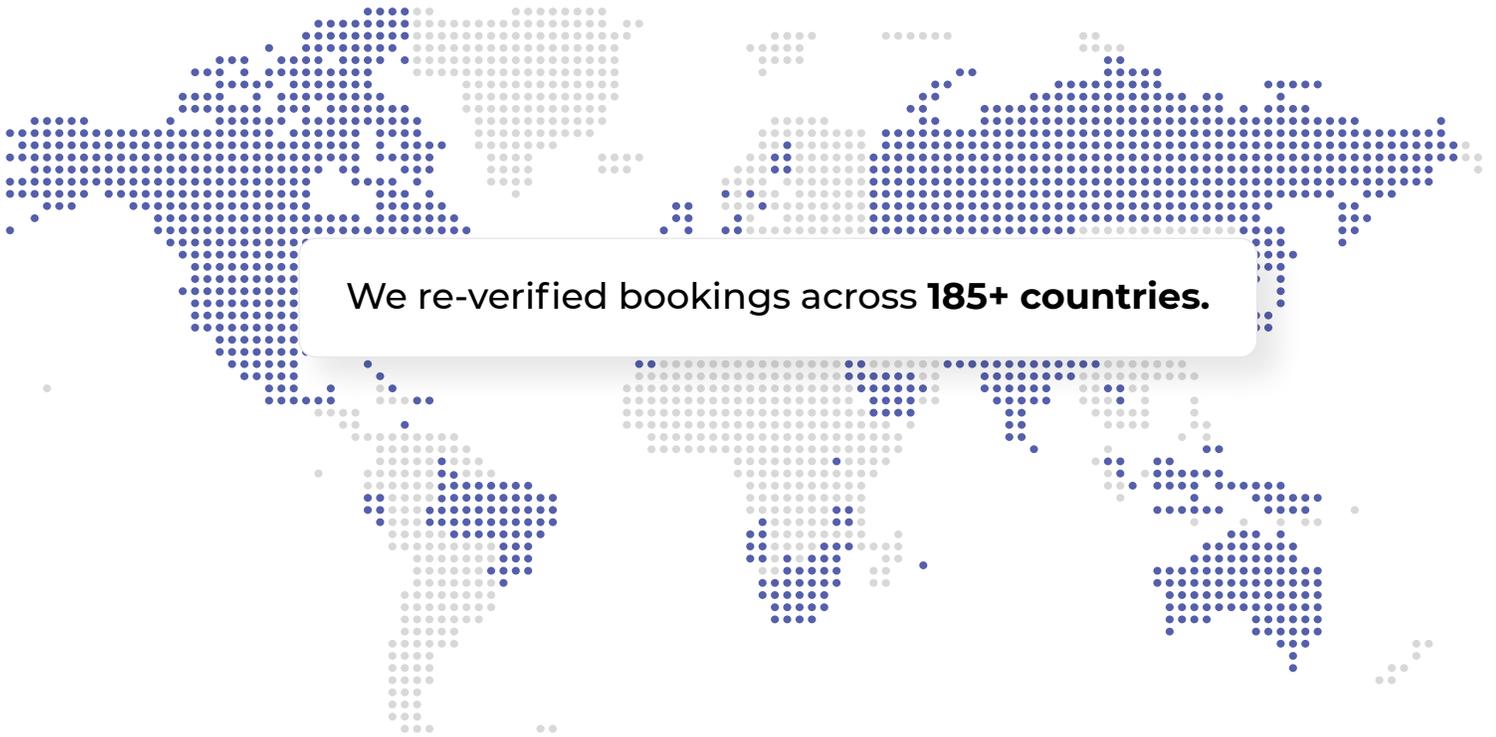
### The number of hotels reached

We connected with **45,000+** hotels globally

Top 10 group of hotels we re-verified bookings at



## Countries where we re-verified bookings



## Top 5 countries we performed re-verification in



Saudi Arabia



United Arab Emirates



France



Italy



United States of America

## MEDIUMS USED FOR RE-VERIFICATION

The re-verification process is carried out using a variety of means to ensure that the data we receive is of the highest quality and accurate in all fields.

Here are the modes of communication we use

Channel	Process
Calls	 Bot calling
	 Supervised Calls
WhatsApp	 Messages
Emails	 BOT Email
	 Email
Alternate Method	 Social Media

We use every possible means of communication to reach hotels to re-verify bookings.

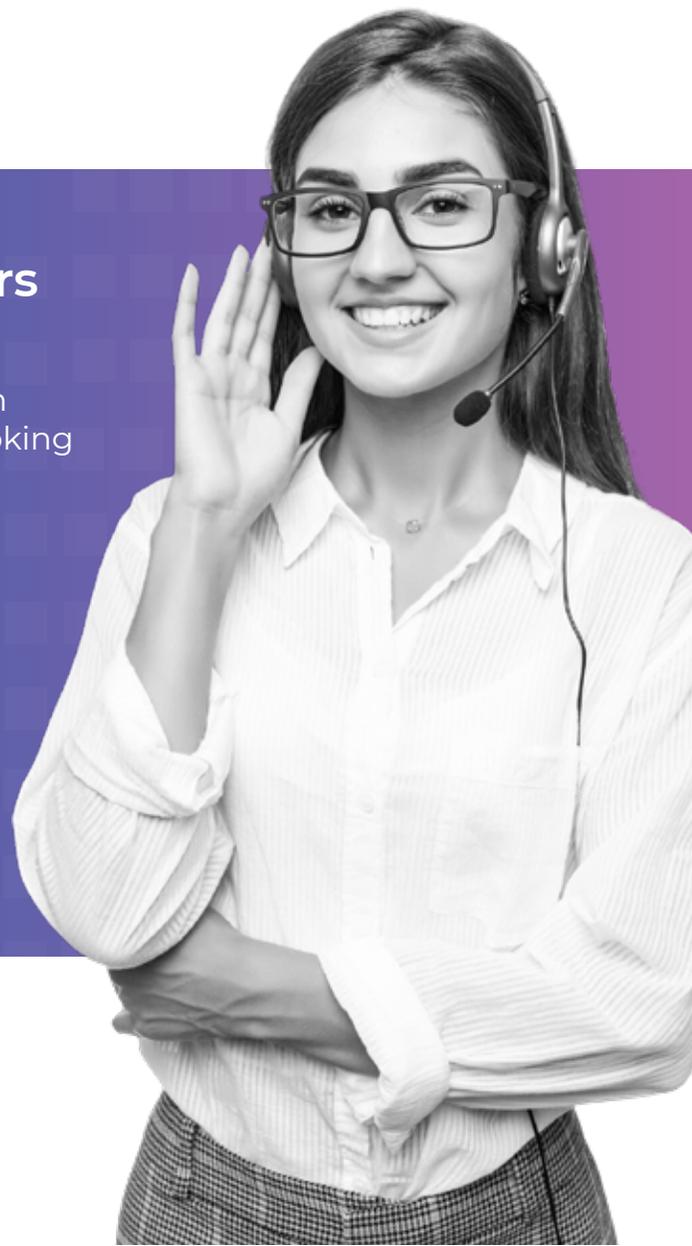
# TIMELINE OF RE-VERIFICATION

**What is the best time to re-verify a booking?** It is not necessary to re-verify every booking immediately. Using our system intelligence and industry experience, we prioritize bookings according to their check-in dates.

Booking pushed to rePUSHTI system	Same day Check-In	Check In on the next day	Check In within the week	Check In date within a month
Re-verification timeline	1 to 2 hours after booking sent to rePUSHTI	6 to 8 hours after booking sent to rePUSHTI	2 to 4 days	7 to 15 days

## Re-verification timeline factors

- ✓ **Time Zone**  
The time zones differ around the world, which makes it difficult to evaluate or re-verify a booking right away.
- ✓ **Immediate Check-In**  
Immediate Check-Ins are when a guest has already arrived at the hotel and has made a reservation and is checking in right away. Bookings take anywhere from 30 minutes to an hour to appear in the hotel's system following their submission. Once the guest is in the hotel, the service is no longer required.



# ANALYZING BOOKING RE-VERIFICATION

We have re-verified over **125,000+ bookings** of which we observed error or booking issues in over a staggering **54.5%**.

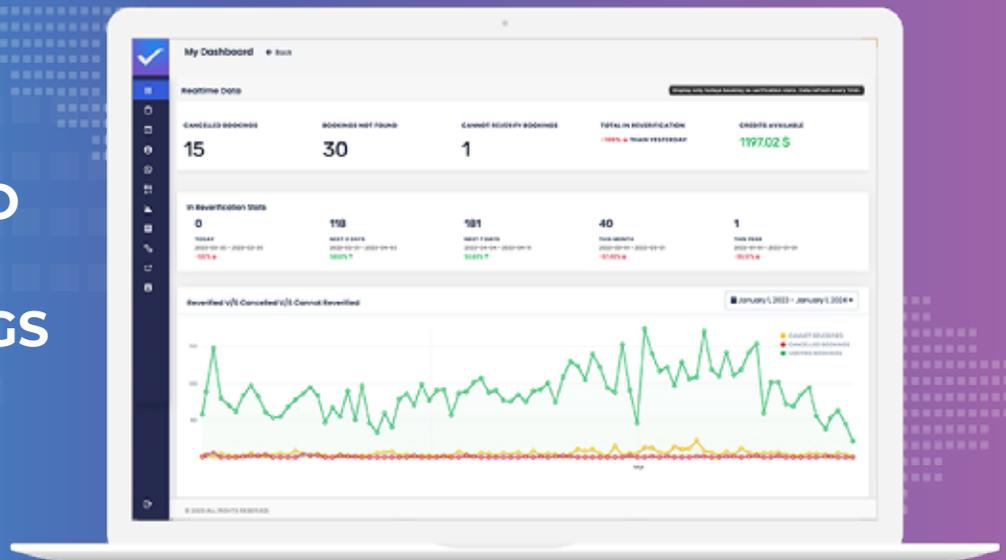
Simply put, **3 out of 5 bookings** uncovered a mismatch during the re-verification process.

To understand the underlying causes of these mismatches, it is **necessary to examine** them in more detail.

Booking Issues	Percentage	Analysis
 <p>Fully Confirmed</p>	<b>45.5%</b>	45.5% of the total bookings we re-verified had no booking errors, however, this is not an encouraging figure as it points out that over 50% of bookings have errors in them.
 <p>Confirmed but with mismatch</p>	<b>40%</b>	40 % of the total bookings we re-verified were confirmed but had mismatches. This means that customers still had their reservations at the hotels, but one or more crucial criteria or parameters were not in accordance with the information they provided when booking.
 <p>Cancelled</p>	<b>7%</b>	It was discovered during the re-verification process that bookings were sometimes canceled at the hotel. Bookings can be canceled at the hotel directly by the Supplier or Guest, for a variety of reasons
 <p>Payment Issues</p>	<b>2.7%</b>	<p>Re-verification highlights any payment issues before the guest reaches their hotels. Payment issues usually, this is caused when the traveler has already paid the agent, but a payment reconciliation has not taken place between the travel agent and the hotel supplier.</p> <p>Apart from this, partial payment, non-authorization of VCC, issues with currency conversion, cards being declined and extra costs being unpaid are also various facts of payment issues.</p>
 <p>Property Closed</p>	<b>0.86%</b>	<p>Many hotels often shut down temporarily or permanently for various reasons. Travel agents or companies are often unaware of the status of the hotel and go ahead with the bookings.</p> <p>Re-verification helped us identify the hotels that were closed and inform the travel agents prior to the guest's check-in.</p>

Booking Issues	Percentage	Analysis
 <p data-bbox="186 441 422 472"><b>Hotel Fully Booked</b></p>	<p data-bbox="560 378 706 441"><b>2.5%</b></p>	<p data-bbox="812 325 1485 493">Despite hotels being fully booked, a new booking may go through. In such situations a new booking is not honored due to reasons like stop sale or the hotel being fully booked. Re-verification helped us uncover this and helped travel companies take timely action to shift the guests to a different nearby property.</p>
 <p data-bbox="219 787 389 850"><b>Other Issues with Booking</b></p>	<p data-bbox="568 735 706 798"><b>1.5%</b></p>	<p data-bbox="812 556 1477 640">Re-verification unearths many issues with booking that usually go unnoticed, these bookings were confirmed but have issues that can lead to customer dissatisfaction.</p> <p data-bbox="812 661 1104 703">Some of these issues are</p> <ul data-bbox="812 714 1453 987" style="list-style-type: none"> <li>● Changes in the booking after booking confirmation</li> <li>● Missing amenities</li> <li>● Food preferences not adhered to</li> <li>● Special requests</li> <li>● Nationality issue</li> <li>● Hotel changes</li> </ul>

# A SIMPLE WAY TO RE-VERIFY TRAVEL BOOKINGS



## CASE STUDY

During the re-verification process, we come across various scenarios and discover how timely re-verification makes a lot of difference for customers and can be a lifesaver for travel companies. It saves them time, money and the hassle that comes with booking issues.

Here are some interesting cases we experienced after re-verification

01

### AquaDom, Berlin

On 16 December 2022, Berlin's giant AquaDom hotel aquarium ruptured, resulting in extensive damage. This led to the Radisson Blu hotel in Berlin's lobby being flooded. This forced the property to temporarily close. However, the hotel still had bookings and was expecting guests.

These bookings were transferred to a sister hotel. This move was not communicated to the guests. If they would have reached the hotel where their bookings were originally made, they would have found it temporarily closed or access restricted. They would be sent to the sister hotel, but this would be stressful for frazzled travelers. The other hotel would also require extra travel based on its location.

**rePUSHTI had the opportunity to re-verify the booking made at Radisson Blu Hotel Berlin. Our customers were informed that the property was temporarily closed, preventing them from having a negative experience.**





02

## Oman - Passport

A hotel in Oman specifically needed the passport copies from the guest before they check-in. They needed a passport copy to create an order pass to enter the country. The travelers and agency were both unaware of this.

It could have created serious trouble for the travelers had they reached their destination and been told of the requirement.

**rePUSHTI identified this while re-verifying a booking and was able to inform the parties involved. We averted troubles for both customer and agency through re-verification.**

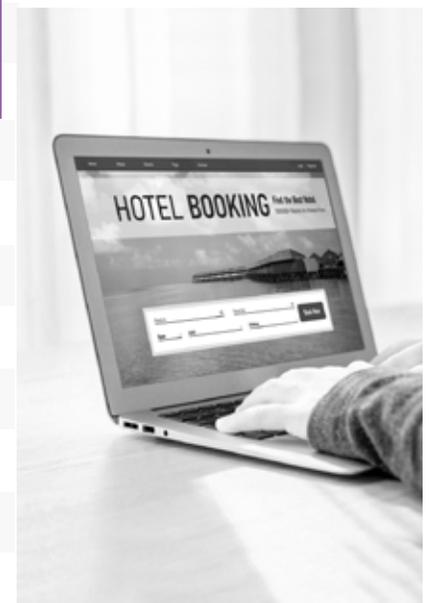
03

## Digital Check-In

A villa has a check-in method most travelers haven't heard of. This villa is located close to a water body. There is a reception area, and the villa is accessible by boat.

For a traveler to check-in to the villa, they have to check-in online first. On checking in online, they will be provided with an OTP which is the access code to their villa. If a guest arrives unaware of how the system works, they would be denied their reservation.

**This is quite an innovative way of checking in. rePUSHTI was made aware of these requirements and was able to inform the travel agents so their guests would be well prepared and check-in online.**





04

## National Games Algeria

During the national games at Algeria, the number of hotel guests was expected to be high. The government had taken over the guest reservations of many 5-star hotels.

All the bookings made at the hotel were cancelled because of the instructions given by the government. This fact was conveyed to the suppliers who did not notify the travel agency of the cancellation.

**rePUSHTI was able to confirm the status of bookings and convey the same to the travel agency. As a result, guests did not have a negative experience.**

05

## FIFA World Cup 2022 Qatar

Qatar hosted the football world cup in 2022. They expected and received a huge number of guests traveling from various parts of the world. In this scenario, the authorities changed the rules or policies for all hotels.

The rules for payment were altered with hotels requiring travelers to pay the complete amount in advance without which the booking would be denied. Neither the travel agency nor the travelers were well informed of these changes. This was done to accommodate the huge number of visitors that Qatar was expecting.

**During our re-verification process, rePUSHTI identified the changes to the policies and ensured that the travel agency was well aware of the changes. This ensured that the guests would not be a victim of sudden rule changes.**



# BUSINESS OUTCOMES OF USING rePUSHTI

Travel businesses have tough jobs and even tougher competition. The best you can do isn't just beat the competition but provide a memorable experience. With rePUSHTI, you can ensure that your business stands out in a crowded travel market. Here is how we make it possible.

**More business** – Offer error-free, hassle-free booking for your customer and ensure more business

**Profitability** – You will never have to offer compensation for poor services or booking error.

**Business Growth** – With rePUSHTI working on re-verification, you and your team can focus on building a stronger business

**Productivity** - With rePUSHTI taking care of your operations, you can utilize your team focus on another task & boost efficiency.

**Beat the competition** – Provide services that your competitors can't compete with.

**Brand Loyalty** - Ensure good service with rePUSHTI and get repeat customers

**Brand reputation** – Zero error and great experience equal to great brand reputation, which gives you more customers



[www.repushti.com](http://www.repushti.com)

# rePUSHTI ✓

A Simple way to Re-verify Travel Bookings



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