

Transformation reimagined

Innovation Driven | Experience Centric

Travel & Hospitality

Book of Impact



TRAVEL & HOSPITALITY

Digital transformation has been a major driver of change in customer behavior in recent times. The impact on the travel and hospitality industry has been immense, with a deep impact on customer experience, employee engagement, and operations.

Customers want instant gratification and expect their interactions to be in real-time and personalized to their behavior. Employees have similar expectations, driven by their engagements with consumer brands in their daily lives. Businesses that have invested in 'Digital Transformation' continue to be at the forefront of industry leadership.

At HCL, we take a customer-centric approach with technology at the forefront. We deploy next-gen platforms and applications that help our customers transform their business operations to drive a deeper engagement with their customers and employees, and optimize operations, which in turn drives profitability.

This booklet is a collection of our success stories - instances of our collaboration with our clients, wherein we have assisted them in transforming their business models and helped them stay at the forefront of the industry.

Ashar Pasha
Business Head -
Travel & Hospitality Practice @ HCL



HCL provided end-to-end **IT infrastructure services** for a leading global hotel chain

About the customer

The largest hotel chain in the world, operating in over 100 countries.



Business challenges

Customer's business objectives was to transform legacy infrastructure with the help of a strategic partner who would deliver desired business outcomes.



End-to-end accountability in order to drive the overall business and user experience.



Need for an IT transformation partner who could help reduce infrastructure footprint.



Increase speed to market, provide right talent, and bring operational improvements.

HCL comes into play

HCL engaged as a long-term strategic partner to provide cutting edge technology that would enable the customer to transform and adapt to a digital infrastructure that would feed into their overall digital strategy, and enable enhanced customer experience and faster time to market.

1

Blueprint for Digital Native Enterprise

leveraging HCL's Next-Gen framework using Artificial Intelligence, Machine Learning and Autonomics.

2

Next-Gen Intelligent Operation

for simplification and standardization, cohesive and orchestrated environment, driving an automation first culture.

3

Public Like Flex Private Cloud for scalable and flexible IT architecture, Software Defined Infrastructure, Everything As-a-Service through HCL Utility for Everything model.

4

Business Agility for enriched user experience across business, IT, and end-users through Agile Everywhere using CI/CD, DevOps, and accelerated time to market.

Impact delivered

Up to **75%** reduction in time to market using multiple feature updates per day

50% reduction in efforts on complex release cycles and release management processes

Cloud like benefits (Pay-per-use/pay-as-you go) with **zero asset** ownership



HCL provided IT **infrastructure and application** services to an american hospitality, entertainment, and mass media company

About the customer

An American multinational diversified hospitality, entertainment, and mass media company.



Business challenges

The customer was looking for an IT partner who had the capability to provide global IT services across their business units.



Competitive values and superior execution using highly skilled resources in IT service delivery.



Operate with a customer focused mindset driven by responsiveness, communication, and values.



Adapt rapidly to technology evolution and provide business agility.

HCL comes into play

The customer selected HCL as a long-term strategic business partner to provide IT Infrastructure and Applications services.

1

HCL's DRYiCE™ framework for automated Infrastructure Operations

2

Architecture-as-a-Service across Enterprise Infrastructure, Cloud, Servers, Storage, and Database

3

Operational support across Legacy and Cloud environments

Impact delivered

~**23%** increase in automation

Availability of **NextGen IT** Operations team

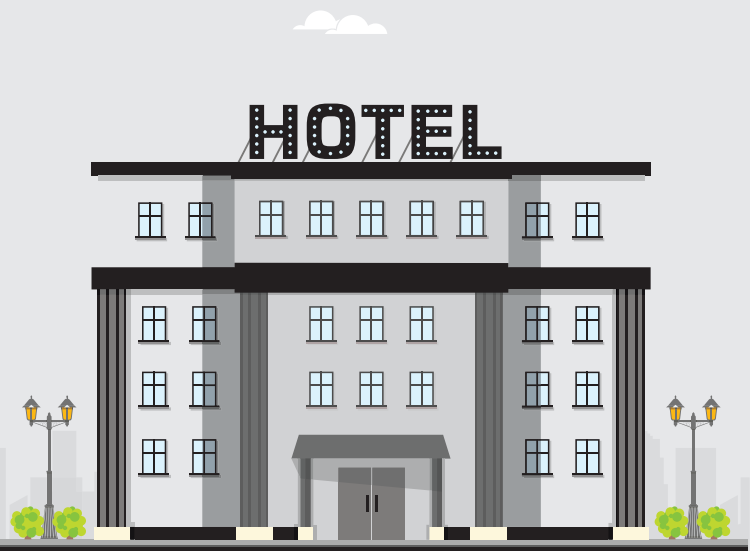
Introduction of **new technologies and services**



HCL implemented a comprehensive **revenue planning system** for one of the largest hotel chains in the world

About the customer

One of the largest hotel chains in the world.



Business challenges

The major challenge faced by the client was the inability to accurately forecast Food and Beverage (F&B) demand at its properties.



Lack of an analytical tool to forecast room availability and F&B demand.



High data processing times due to manual processes and data spread across disparate sources.



Poor communication due to siloed business units (Sales & Marketing, Revenue, Pricing etc).



Non-availability of a reporting tool hampered business decision making.

HCL comes into play

HCL supported a revenue planning system which provided highly accurate forecasts for room availability and F&B demand.

1

Forecasting room availability using historical data and providing better control over room demands in peak seasons.

2

Forecasting F&B demand in addition to room forecasts.

3

Integrating different business units across the globe with cross-functional collaboration.

Impact delivered

80% improvement in room forecasting

100% increase in onboarding of new properties

F&B Forecasting: A “first” in the industry

25% reduction in time to generate F&B reports



HCL **streamlined IT landscape** for the largest owner and operator of country clubs in america as their strategic business partner

About the **customer**

World leader in private golf and country clubs.



Business **challenges**

Due to mergers and acquisitions, the client's IT landscape was characterized by disparate systems, integration issues, and high cost of ownership. The major challenges faced were:



Inability to provide enriched services to its customers across 200+ properties.



High IT expenditure due to redundant systems.



Lack of a unified view of transactions due to disparate Point of Sale (POS) systems.



Lack of visibility on employee induction and training due to decentralized learning systems.

HCL comes into play

HCL consolidated, enhanced, and streamlined the IT Infrastructure and Application landscape across properties and regions (including acquired properties). This involved:

1

Seamless migration of applications to Oracle cloud.

2

Consolidation and automation of separate POS systems to a single platform.

3

Enabling a next generation e-Commerce platform for enriched member experience.

Impact delivered

~30% reduction in IT operating cost

Call abandonment dropped from **39% to <3%**

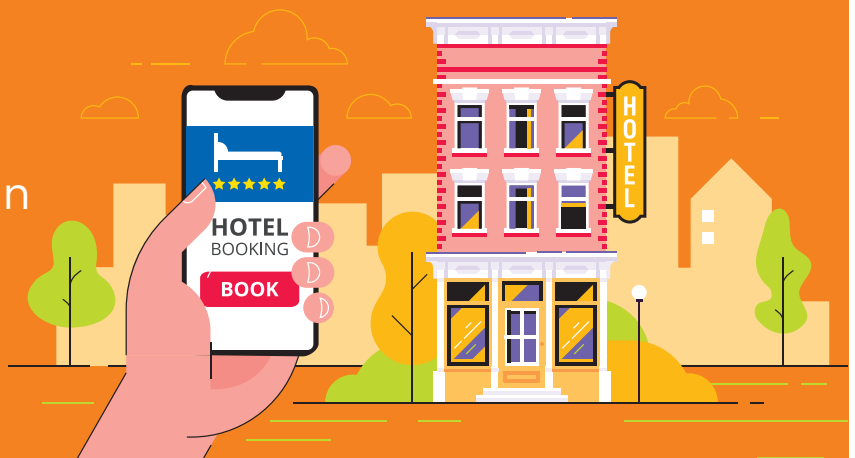
90% drop in average ticket volume



HCL helped **transform** the **digital platforms** for a leading global hotel chain

About the **customer**

The largest hotel chain
in the world with
operations in 100+
countries.



Business **challenges**

The major challenge faced by the client was poor customer experience which was impacting mobile bookings and revenue growth:



Non-standardized
customer
experience across
brands.



Poor user
experience
impacting mobile
bookings.



Platform unable to
support the volume of
online customer
transactions, thus
impacting revenues.

HCL comes into play

HCL's domain expertise in Hospitality and Digital was critical in transforming business functions like E-commerce, Mobility, and Customer Experience. HCL worked with the client and -

1

Developed a single mobility platform supporting multiple brands with multi-lingual features.

2

Drove an enriched user experience with enhanced hotel details, rich content, and a user-friendly UI.

3

Implemented enhanced analytics which helped the business to understand the digital impact and increased revenue.

Impact delivered

80% increase in revenues from mobile bookings

85% reduction in response times

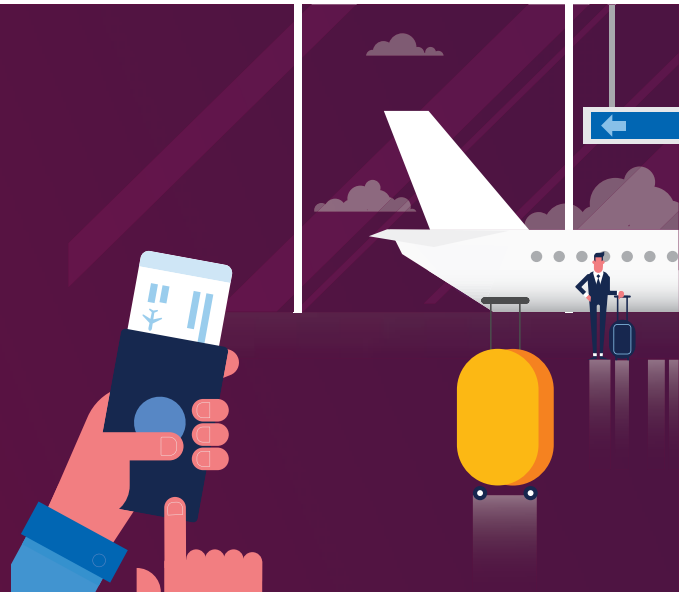
30% reduction in cycle time allowing more frequent releases



HCL delivered a **digital crew solution** for passenger management and crew operations for a leading global airline

About the customer

A Middle East based global 5-star Airline.



Business challenges

The airline wanted to improve its onboard experience for passenger management and crew interaction with its customers. Legacy paper-based processes impeded an efficient passenger management experience leading to:



Lack of personalization for high-value customers.



Outdated information due to paper-based processes.



Increased time to process and update passenger information.



Data quality issues due to manual recording and capturing of data.

HCL comes into play

HCL developed an integrated digital platform to enhance customer experience of the passengers onboard by deploying mobile tools for the crew that provided information to manage the flight and customers.

1

Automate and speed-up the passenger onboarding and management processes.

2

Provide a personalized experience for high-value customers.

3

Enable real-time information updates to Cabin Crew about the flight, aircraft, and passengers

Impact delivered

12% increase in cabin crew productivity

Significant increase in **customer satisfaction**

100% elimination of manual errors



HCL helped a leading U.S. airline automate its **baggage tracking system**

About the **customer**

World's largest U.S. based low-cost carrier.



Business **challenges**

The client wanted to enhance customer experience by streamlining its baggage handling operations. The major challenges faced by them included:



Manual paper-based baggage management processes.



Poor visibility of mishandled baggage.



Increased incident resolution time.



Lack of accurate baggage information leading to higher turnaround reconciliation times.

HCL comes into play

HCL developed a mobility platform that enabled online tracking of individual baggage along with the following features:

1

Scanning of baggage at critical junctures as part of a new baggage handling process.

2

Proactively identifying mishandled baggage and alerting ground handling staff and customers.

3

Electronic scanning of data to reduce time to load and unload baggage and eliminate paper-based reports.

Impact delivered

100% real-time baggage status visibility

20% reduction in baggage loading and unloading time

Up to **3x** decrease in baggage claims per day



HCL helped a leading **airline** transform **inventory management** in its maintenance division

About the **customer**

World's largest global airline with an extensive international and domestic network.



Business **challenges**

The client relied on outdated manual processes and a legacy system that didn't support the future strategy. In addition, it impacted accuracy of inventory which led to maintenance issues and higher costs.



Manual processes for checking parts status.



Inventory accuracy 30 points below industry standards.



Disjointed processes and multiple systems limiting change in business processes.



The rigidity of legacy parts management systems and high support costs.

HCL comes into play

HCL's experience with global airlines and aircraft manufacturers for transforming their Maintenance & Engineering divisions helped our client streamline their operations.

1

HCL implemented a new inventory management system which eliminated chances of wrong order placement.

2

Mobile-enabled real-time inventory platform enabled the airline to "Get the right part, to the right place, at the right time"!

Impact delivered

Over **US \$25M**
savings driven by real-time
inventory visibility

Potential of reducing excess aircraft
inventory worth **US \$100M**

Higher employee satisfaction driven by mobile
apps that provided real-time inventory



HCL **implemented Agile BPM** to drive business transformation for the world's largest aircraft manufacturer

About the **customer**

World's largest aerospace company and aircraft manufacturer.



Business **challenges**

The client was adversely impacted by:



High turnaround time impacting the schedule by over 100%.



The inability to measure and identify bottlenecks in flight test processes.



Difficulties in ascertaining the percentage of test completions.



Usage of emails and spreadsheets to manage 10,000+ requests.

HCL comes into play

A deep understanding of the challenges that beset the client, coupled with extensive domain expertise, helped HCL provide services and solutions to overcome the stated business challenges.

1

HCL automated the business processes for the design, procurement, and manufacturing divisions using a BPM framework and developed over 20 systems to certify modular avionics.

2

HCL also implemented dynamic and automatic systems around power management, air management, and crew alerts.

3

HCL replaced many legacy applications with modernized platforms.

Impact delivered

US \$275M of cost savings over 5 years

33% reduction in the procurement lifecycle

25% reduction in effort for monitoring performance

85% reduction in application footprint through system consolidation



HCL helped a middle eastern airport leverage **location based services** and enhance its customer experience

About the customer

A leading Middle Eastern airport.



Business challenges

The major challenge faced by the client was the inability of customers to navigate a large global airport which impacted customer experience and on time flight departures.



Inability to provide passengers with location-based contextual services.



Failure to personalize the experience by providing relevant information to customers.



Lack of capability in providing passengers with contextual flight alerts and information.

HCL comes into play

HCL developed a mobile solution that utilized location based services to track customers and provide them with personalized navigation information to different facilities in the airport.

1

Indoor airport maps and step-by-step navigation.

2

Utilization of beacons to identify the location of passengers.

3

Ability to search for retail stores, airport services, lounges, and associated promotions.

4

Live flight information of gate, time, status, and schedule changes.

Impact delivered

90% of app users had improved experiences

10% increase in revenues from retail stores

Enhanced passenger experience



HCL implemented an **e-commerce platform** for a global travel company

About the customer

One of the world's leading leisure tour operators.



Business challenges

The client had multiple brands present across multiple countries. Its dynamic travel package experience - online search, booking, and offers were inconsistent and behaved differently across its brands. This resulted in:



Different search results across different platforms.



Inconsistent experience and fragmented data across multiple systems.



Duplication of efforts and costs in managing and supporting decentralized systems.



Additional costs and time to roll out new features and offers across all brand websites.

HCL comes into play

HCL developed a flexible multi-channel e-commerce platform with a consistent flow and experience across all markets, brands, and countries. The platform provided responsive web and native mobile app options with the following features:

1

Real-time inventory on 400 flights and over 300,000 hotels.

2

Reservations with dynamic pricing and availability.

3

Targeted offers, automatic alerts, and notifications.

Impact delivered

20% reduction in IT costs

10x increase in channels and digital reach

15x faster entry into new markets



To know more or to schedule a meeting with
our subject matter expert,
send an email to **TTLH@HCL.COM**



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