



TV 18



LIME.7

SEASON

CASE STUDY

ISB • TRAVEL • EZEEO1

EZEEO1 CASE STUDY



CASE PROFILE:

The online travel market contributes 65-70% of the overall e-commerce market in India. The combined business from online rail booking, airline ticketing through airline sites and OTAs largely constitute the make-up of this Rs. 60,000+ Crore marketplace.

While ticketing which is a largely commoditized business has seen a huge uptake in the online medium, the growing focus has also been to sell higher margin products like hotels and holidays in the online space. The current trends show a steady growth in terms of customer adoption for these products online - however the percentage of these products booked online is still less than 10% of the overall sales. This presents both a challenge and an opportunity to online travel players to address consumer behavioral issues and attain leadership positions in these high margin product segments.

For this challenge, we would like to focus on the online hotel marketplace and devise strategic inputs that will help ezeego1 to increase the uptake of its hotel product online.

The following are some of the existing challenges for the business:

- Price parity: Consumers are often able to call up the hotel and get better rates
- Steep Competition: There are discounting and undercutting of prices at every level. Often, competitors work on zero margins or negative returns to retain customers
- Trust is an issue among consumers and they are unsure about the quality of purchase when they book online
- Product mix: Is it better to specialize in a defined number of hotels or should one look at comprehensiveness and scale
- Depth and accuracy of information shown online: both time consuming and resource intensive process
- People still to rely on personal information or chat with an offline agent or directly with the hotel before making the final payment

THE L.I.M.E. CHALLENGE:

The objective of this challenge is to provide Ezeego1 with a clear marketing approach towards the hotel market and define clear execution plan to increase the online hotel transaction.

The solution should address the following:

- **Product:**

- What should be the product strategy? If product comprehensiveness is important, how to address the long tail issue, which is a fragmented unorganized marketplace, often with major technological challenges in terms of integration
- Product positioning: How to differentiate from competition, when the product and the offering are more or less similar?

- **Promotion:** Customer acquisition and retention strategies- What is the right media mix? Can social media be used to drive commerce for this product and what should the strategy be

APPROACH:

Primary and Secondary Research to understand supply, demand, consumer preferences, product mix and overall viability

Primary and secondary research to understand the media framework in India and how to reach TG in the most cost effective way

The solution should fit the overall brand positioning for Ezeego1

COMPANY PROFILE:

Conceived with the intention to provide the Indian traveller a 'one stop platform' to service all their travel needs, Ezeego1.com was founded in 2006 with a market place concept, offering the widest range of travel products in the Indian market, from flights, hotels, holidays to a host of other transport and complementary travel services.

Since then, the company has had an eventful journey of seven and a half years, surpassing many mile stones to evolve as a trusted partner to millions of loyal patrons in the consumer side of the business and a strong network of partners in the trade, including agents, tourism boards and other alliance networks.

EZEEO1 CASE STUDY

That growth cannot compromise customer experience is the driving philosophy at Ezeego1, with customer centricity as its core DNA and zero tolerance for any processes or actions that hinder an ideal customer experience. Every action is derived to empower the Indian customers with the right tools and choices to service their travel needs hassle free.

Right from setting up of a 24X7 customer service centre to embracing the latest technological innovations, the choices made at Ezeego1 is geared towards providing our patrons world class standards at the click of a mouse. The team is committed to securing the best value products for our patrons and has one of the largest networks of suppliers and partners, scouting for the most effective proposition.

This “customer first’ philosophy at Ezeego1 has helped the company stay ahead of the curve, continually meeting our growth parameters and customer retention expectations. The company is now well positioned to take the next big leap, consolidating its position in the Indian market and globally, with operations set up in the US, UK, Australia, Middle East and other strategic markets.

Ezeego1 Products and Services: Powered with a robust technology platform, Ezeego1 has real time interface for domestic and international inventory as detailed below:

- Airlines: Full Service and Low Cost Airlines across the globe
- Hotels: Real time access to around 5,00,000 hotels around the world
- Holidays: Over 1000 holiday packages covering 64 countries across the world
- Sightseeing: From culture & heritage to adventure activities, sightseeing options are available across the globe
- Real time Cruise Booking Engine
- Direct interface with Rail Europe
- Complementary travel services like Visa, Forex, Insurance, etc.

Brand Equity and Marketing

In a highly competitive and evolved travel market, we recognize the need to build a brand that is rooted to creating an engaging customer experience. Our customer acquisition and engagement strategy, like every other department within the organization, is also aligned to designing unique value propositions for our clientele, giving them the highest value for money and an outstanding travel experience.

Customer loyalty and retention is the basis of the Ezeego1 marketing strategy, which is a direct derivation from our ‘Customer First’ philosophy. Every customer is treated with equal commitment and often become our brand advocates, indirectly acting as the brand mouthpiece. Whether it is the social media space or the consumer forums, our online marketing pages or brand communication through external vehicles, Ezeego1’s brand strategy focuses on tangible benefits to customers and guarantees commitment to the promises that is being communicated.

Transparency, accessibility, customer empowerment, unparalleled servicing and the highest value for money are the cornerstones of the Ezeego1 brand, which is reflected across everything that we do.

Our strategic associations with various partners, especially in the banking industry, ensure that our customers get the best value for money for their purchases with us. This also ensures that we are able to reach out to a larger base, and the money, which would otherwise be spent on media vehicles, is actually channelized to structure better deals for our clients.

Whether it is the decision to not join the rat race and chase top-lines or the choice to limit our marketing exposure to strategic activities, our efforts are concentrated to derive the maximum profitability for all our stake holders, especially our customer base. We will not trade visibility to customer experience or customer profitability, and that is the GOSPEL of the Ezeego1 brand policy.

Fast Facts (Confidential)

Unique Users: 3 million per month

Daily Air Transactions: 4000 passengers

Daily Hotel Room Nights: 1000+

Daily Holiday Bookings: 250 passengers