# **Changes in the Business Process for Travelogy**

**Introduction**

This document provides an overview of the key changes made to Travelogy's business process. By comparing the AS-IS and TO-BE Swimlane Diagrams, we highlight the transformations we have incorporated to streamline and enhance the services.

**Key Changes & Justifications**

1. Unified Platform for Service Options
   * AS-IS: Users had to search and then get redirected to specific vendor systems based on their choices.
   * TO-BE: Users search and select travel services on a unified Travelogy platform.
   * By offering a unified platform, users experience a seamless interaction, minimizing confusion and offering them a holistic view of all services.
2. Centralized Booking Confirmation
   * AS-IS: Once a service was chosen, users interacted directly with specific vendor booking systems.
   * TO-BE**:** The booking completion and confirmation process is handled centrally on the Travelogy platform.
   * This ensures a consistent user experience and reduces the potential errors or miscommunications with multiple systems.
3. Direct Communication with Vendors
   * AS-IS: Vendors operated in silos and communicated directly with customers.
   * TO-BE: Vendors receive booking data and notifications from the Travelogy platform, ensuring a smoother operational flow.
   * Streamlining communication improves operational efficiency and ensures data consistency.
4. Feedback and Database Update
   * AS-IS: Feedback mechanisms and database updates are less integrated or automated.
   * TO-BE: Seamless feedback process where customer reviews are directly updated in the database.
   * The feedback mechanism being directly integrated improves service quality and customer experience.

**Enablers**

* Advanced Integration Technologies - Software
* Database Upgrades
* Feedback and Reporting Tools Automation
* Service Providers Collaboration
* Customer Feedback

**Conclusion**

The transition from the AS-IS to the TO-BE model for Travelogy is primarily focused on centralizing and streamlining the existing processes. The aim is to provide an enhanced and seamless experience for customers while maintaining efficient operations for vendors. The new model also decreases the total number of steps the customer must go through by bringing all vendors into the same platform. The feedback from the customer is used to improve service quality and customer experience.