# SUMMARY DOCUMENT

### **Company Information**

Let's assume a fictional online travel agency called "Travelogy" that allows users to book flights, and trains, rent cars, reserve hotel rooms, and buy travel insurance.

**Background**:

Founded in 2012, Travelogy has been at the forefront of providing seamless travel solutions to its users. With a user-friendly platform, the company integrates services from various vendors, offering a one-stop solution for all travel needs.

**Current Process**

As it stands, the Travelogy platform functions as an aggregator. When a customer decides to book a service, be it flights, hotels, or car rentals, the platform displays available options from various service providers. Upon selection, users are then redirected to the respective vendor's platform to finalize their booking.

1. **Problems**

With increasing competition and evolving customer expectations, the company is facing:

* Customers must interact with each vendor individually in separate transactions.
* Inefficiencies in managing vendor commissions.
* Fragmented user experience
* Inconsistencies in Data, Service Quality
* Challenges in tracking customer preferences
* Lack of personalized travel recommendations

1. **Solution**

Implement a robust database system that consolidates all services and maintains a record of customer behaviors. This system also takes feedback for the bookings.

At a high level, the database for the new structure would have all service providers under one roof, which the customer will not interact with. The customer information and feedback are taken as input from the users through efficiently placed prompts.

1. **Motivation & Benefits**:

The new and improved solution provides:

* No need for any redirects to vendor platforms. All services are accessible from one unified platform
* Customer access to multiple services in a single transaction.
* Improved customer experience with personalized recommendations
* Enhanced operational efficiency.
* Improved customer experience with the help of feedback.
* Data-driven insights for better decision-making.

**Conclusion**

Once the enhanced database is in place, the Travelogy booking experience will become significantly more streamlined. Users will start their journey on the platform, explore various service options, and complete their bookings without ever leaving the platform. They can access their booking details, make changes, provide feedback, or seek support all under one roof.