

RATEGAIN ENTERPRISE CONNECTIVITY

How **World's 6th Largest Hotel Chain** Maximized **Bookings & Minimized** **Revenue Leakages**

7,000+

Hotel
Properties

600,000

Rooms



Background

The world's 6th largest hotel chain, wanted to capture demand by connecting to different source markets for its 7,000+ hotel properties and ~600,000 rooms.

To achieve this, it partnered with a Tier-1 OTA with the objective of maximizing bookings, while effortlessly protecting its brand rates.

What did the Hotel Chain want to achieve

Before collaborating with the OTA via RateGain, the hotel faced several challenges:

Manual Management	Rate Discrepancies	High Transaction Volumes	Disparate Systems
<p>Hotels had to manually manage availability and rates due to the lack of integration with a central system, leading to inefficiencies and potential errors.</p>	<p>There were frequent rate differences between channels, causing inconsistencies and customer dissatisfaction.</p>	<p>They needed a solution capable of handling high transaction volumes while maintaining rate parity and inventory accuracy.</p>	<p>There was no single system that could:</p> <ul style="list-style-type: none"> a. seamlessly distribute ARIs to OTAs, Metas, Wholesalers, and Global Distribution Systems (GDS) b. monitor and fix rate disparities in real-time



How did RateGain help them _____

To address these challenges, RateGain provided a comprehensive solution through its Enterprise Connectivity services, which included:



Shop-to-Push Connectivity:

Seamless Distribution of ARIs to Tier-1 Global OTA



Real-time Connectivity:

This facilitated seamless real-time shopping and booking capabilities, ensuring that rates and availability were consistently updated across all channels.



Track Violations in Real-time:

They could track the top properties where parity was violated by check-in dates and times. It could also track the provisional revenue loss with each parity violation on top properties and demand partners.



Plug-and-Play Parity Rule Engine:

This allowed the hotel chain to set up automated parity rule parameters; including channel, brand, property, variance, and violation reason to automatically fix the rate violations.



Daily Summary Reports:

These helped them track what actions have been performed to manage rate disparities.



What did the Hotel Chain achieve _____



The integration led to significant improvements in operational efficiency and customer satisfaction:

Operational Efficiency	Increased Bookings	Prevention of Revenue Leakage	Enhanced Customer Experience
The real-time connectivity and automated processes reduced the need for manual intervention, leading to more consistent and accurate distribution.	They saw an uptick in bookings from corporate clients, thanks to the streamlined processes and accurate, real-time data.	They minimized revenue leakage with real-time identification and actioning of parity violations, and effortlessly resolved parity issues using the existing distribution system.	The accuracy and consistency of rates and availability improved customer satisfaction, contributing to better client retention and loyalty.

About RateGain _____

RateGain Travel Technologies Limited is a global provider of AI-powered SaaS solutions for travel and hospitality that works with **3,200+ customers and 700+ partners in 100+ countries** helping them accelerate revenue generation through acquisition, retention, and wallet share expansion.

RateGain today is one of the world's largest processors of electronic transactions, price points, and travel intent data helping revenue management, distribution and marketing teams across hotels, airlines, meta-search companies, package providers, car rentals, travel management companies, cruises and ferries drive better outcomes for their business.

Founded in 2004 and headquartered in India, today RateGain works with 26 of the Top 30 Hotel Chains, 25 of the Top 30 Online Travel Agents, 3 of the Top 4 Airlines, and all the top car rentals, including 15 Global Fortune 500 companies in unlocking new revenue every day.