



Equipped a leading **US-based car rental enterprise** maintain an upper hand in a fast-evolving competitive market.

ABOUT THE CLIENT

The 4th largest car rental company in the U.S. maintaining a fleet of over 23,000 cars, ranging from economy to SUVs.

Through a network of 85 locations, the company capitalizes on its presence in 22 of the top 25 U.S. airports.

Caters to a wide range of customers, including value-focused leisure travelers, independent business professionals, and customers historically under-served by the major car rental companies.



BUSINESS NEEDS

Build a rate management system for managing Car Rental Rates

Build a system to support multi brands for rate configurations



Build a rate shopper application that allows user specific custom rules

Build modules to shop competitors' rates from OTAs and GDSs

BUSINESS SOLUTIONS



Created a scraping service framework that fetched rates from multiple car rental platforms and allowed seamless addition of new sources.



Built an end-to-end rate shopper application with the following features:

- Intuitive and responsive UI
- Multi-brand support
- Integration with APIs provided by ISVs to get rates from GDSs
- Ability to update external systems such as RezCentral and TSD
- Support for one-way and two-way rentals
- Car class tethering
- Rate code tethering
- Conditional rate update
- Opaque rates for dependent car class



Developed rules engine to support user-level rule set definitions



Built automation console to manage jobs

- that monitored base rate and provided rate suggestions
- that allowed to push rates automatically at desired time interval

BUSINESS IMPACT

User friendly interface and multi-brand support saved **25%** efforts of rate management

Implementation of third-party APIs helped manage GOV rates and increased reservations by **15%**

Base rate monitoring increased the rate accuracy by **85%**



Conditional rate update helped cut down the bills charged from external systems by **10%**

Car-class and rate-code tethering reduced scrapper load by **25%**

Opaque rate for dependent car classes helped increase revenue by **5%**

Allowing user-level rules decreased rate error by **80%**

TECHNOLOGY STACK

Tools



Technologies



Cybage Travel and Hospitality



Lodging



Travel Distribution



Travel Retailers



Travel Consolidators



MICE



Specialty Lodging

Building customized solutions for optimizing rates

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