

TRAVEL TECHNOLOGY COMPANY

CASE STUDY

“Customer onboarding was a very complicated process with each client taking 12-18 weeks and a lot of effort on both sides to complete. This significantly impeded our ability to increase the number of new clients we onboarded each year.”

- Director of Customer Success

Solution

Lore IO Common Data Model for
Travel & Hospitality



www.getlore.io

Company

Travel Technology Organization

Industry

Travel technology and services

Location

USA

Services

Airline solutions, hospitality solutions, travel network, online commerce, platform services.

BACKGROUND

As a leading technology solutions provider for the travel industry, the Company's platform has helped customers optimize revenue across all channels while improving the guest experience. Lore IO's mission is to further enhance these outcomes by simplifying and accelerating the onboarding of third party customers on the platform.

THE SOLUTION

Lore IO Common Data Model, acts as a bridge between any customer data and the Company's target schema. The AI and low-code interface empower analysts to achieve the necessary data quality and data transformation actions before the data is accessible on the Company's platform.

SUMMARY

Since the Company chose to partner with Lore IO, they have successfully onboarded more customers to their platform using significantly fewer resources. By virtue of the Common Data Model and the platform being self-serve, the onboarding process became more efficient, scalable and easier to implement. Lore IO Common Data Model for Travel & Hospitality makes data onboarding fast and easy with self-serve UI for the customer success team.

The Company's Customer Success team experienced:

10x

Faster onboarding of vendor data.

Before

2 Engineers

3-4 Months

After

2 Analysts

2-3 Weeks

KEY BENEFITS

- **Faster**
Lore IO noticeably sped up the onboarding process.
- **Self-Serve**
Lore IO has been designed to enable analysts to use it with ease. The UI-centric product helps users achieve their goals with little outside intervention.
- **AI-Driven Mappings**
Lore IO AI improves with each iteration simplifying future mappings.

75%



Entity/Attribute are automatically mapped to the Common Data Model via AI and recommendations.

90%



Time reduction in data preparation.



About Lore IO

Lore IO provides an AI-powered common data model that enables faster data onboarding and unified data views allowing businesses to unlock the full value of their data quicker and with unprecedented self-serve business agility. For more information, visit www.getlore.io.