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Offshore Data Capture to

BACKGROUND

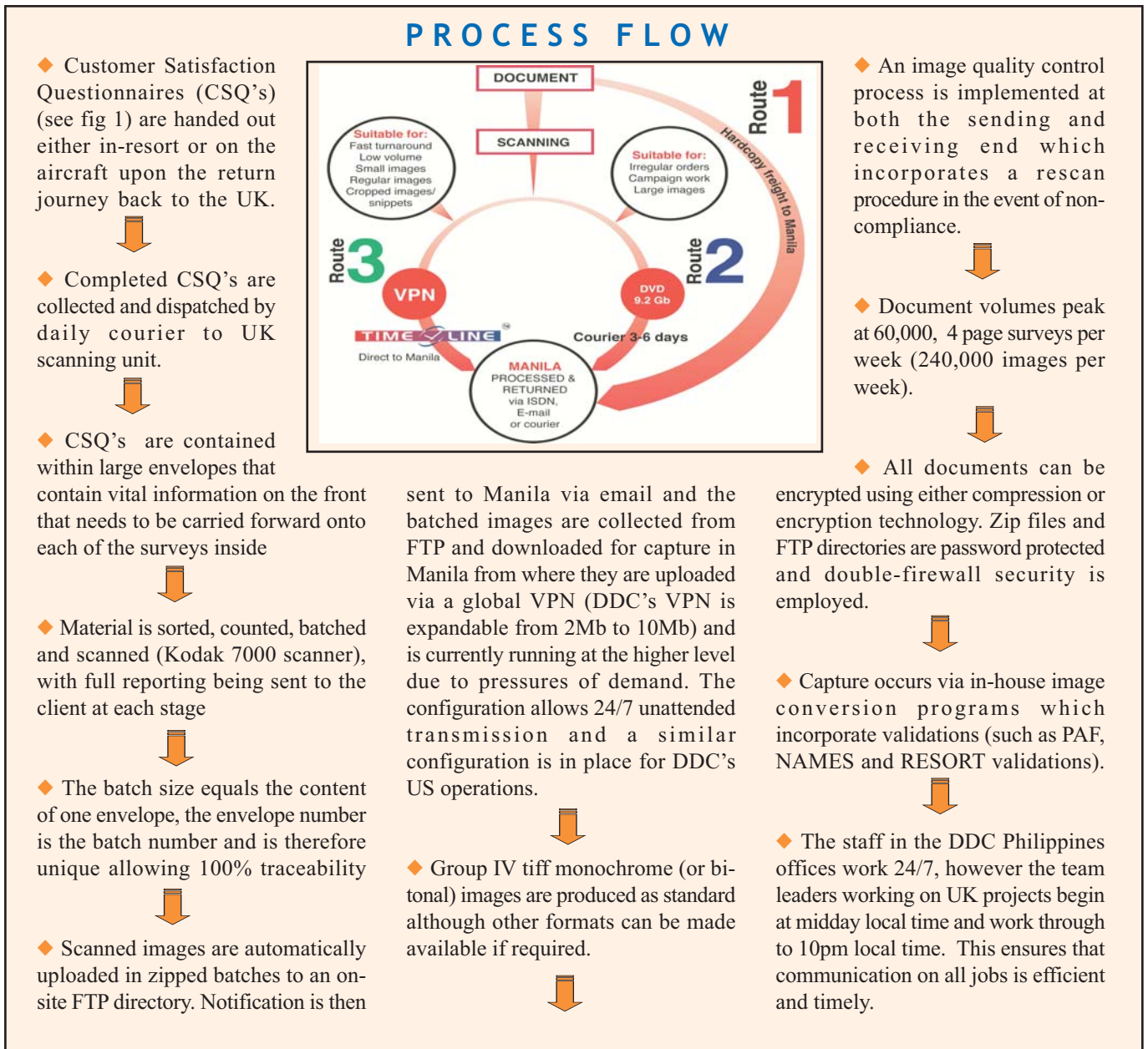
Within the travel/tourism industry the need to receive accurate feedback from customers about their holiday experiences on an 'immediate' basis is critical. Providing travel companies with the ability to act on customer feedback whilst the holiday season is still 'in full

swing' is key to maintaining customer service excellence and demonstrating best practice within the industry.

Customer feedback is gathered via questionnaires, either within a resort, or during flights. This data needs to be converted quickly into digital information, analysed and the results published by travel companies on their respective intranets for management to analyse and take the necessary action

where appropriate.

Travel sector surveys are "data rich" and onshore processing was proving to be prohibitively expensive for this particular travel company. This case study examines how through the use of cutting edge technology and the judicious blend of high quality onshore and offshore staff, DDC Ltd have provided a leading travel company with an on-going electronic feed of data from



the Philippines



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your details

Title Mr Ms Miss Mrs Dr Other

First name Male Female

Last name

Address

Postcode Phone no.

Email

Tick here if you are happy to receive information and offers from the First Choice group by email

Tick here if you are happy to receive information and offers from other responsible organisations by email

booking

1 Are you travelling on a... Package holiday Flight only

2 Which Tour Operator are you travelling with?

First Choice Sunstart Hayes & Jarvis Falcon

Unijet Sunquest Merin Villas JWT

Eclipse Twenty Sunair Other

Sovereign

3 Which resort did you stay in? PLEASE USE CAPITAL LETTERS

4 What was the name of your accommodation? PLEASE USE CAPITAL LETTERS

5 Was your accommodation allocated to you on arrival or did you know the name of it in advance?

Allocated on arrival Knew name in advance

6 What board arrangements did you book?

Self catering Full board Bed & Breakfast Other

Half board All inclusive Room only

7 How did you book your holiday?

Through a travel agent Via the internet

Direct with the tour Operator Via texttext

8 If you used a brochure to book your holiday, please rate the accuracy of the following brochure descriptions:

	Excellent	Good	Fair	Poor
Accommodation	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Resort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Transfer time	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

flights

1 Did you travel in our Premium / upgraded cabin?
Yes No

2 What type of food did you eat on board?

Pre-purchased meal Purchased food onboard

Complimentary meal None

3 Please rate the following aspects of your flight:

	Excellent	Good	Fair	Poor
Flight overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-flight meal / snack	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Check-in	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Welcome from cabin crew	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cabin crew helpfulness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cabin crew announcements	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
In-flight magazine	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Quality of in-flight films / music	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-board comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
On-board shopping	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 What date did you depart for your holiday? Day Month

accommodation

1 Please rate the following aspects of your accommodation:

	Excellent	Good	Fair	Poor
Accommodation overall	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Comfort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cleanliness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reception staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bar / restaurant staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Meals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Swimming pool and surrounds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Leisure facilities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organised daytime activities	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Organised evening entertainment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Kitchen equipment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Location in resort	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2 What star rating would you give this accommodation?

1 star 2 star 3 star 4 star 5 star

in-resort services

1 Please rate the following aspects of your resort services:

Transfer Rep assistance on or off

2 Did you use the services of the resort?

3 Please rate the following aspects of your resort services:

Rep Rep helpfulness and assistance Rep availability

4 If you experienced any problems to your satisfaction?

5 If you visited or telephoned the resort?

6 If any of your children attended the club they attended:

15 mths - 2 yrs

3 yrs - 5 yrs

7 Please rate the following aspects of your resort services:

Kids Club Kids Club

8 Did you book any excursions?
Yes, through the Rep

9 If you took an excursion, please rate the following aspects:

Organised Value for money

10 Did you experience either of the following?
Sunstroke / sunburn

11 Taking everything into account, how likely are you to recommend this resort to a friend?

Holiday Value for money Service you received from holiday company

12 How likely are you to recommend this resort to a friend?
Very likely Quite likely

hard-copy in-resort and in-flight questionnaires to enable them to rapidly respond to the concerns and needs of their customers.

Following downloading, two elements are dealt with: Full Name and Address checking and capture. QAS PAF validation and UK NAMES validation (based upon the electoral roll) are utilised by a section specifically trained in the use of these softwares. In addition, there are critical elements of data that have to be handled by a team of 'knowledge workers'. This team has to make decisions regarding specific fields such as 'gateway', destination and accommodation. A full set of validation tables are supplied by the client and utilized for this process.

For Travel Sector clients, it is critical to achieve consistency of nomenclature across resorts and gateways. Without a high quality output in this area, cross referencing and analysis can become meaningless. Specifically trained teams of specialists are therefore employed to interpret and adopt detailed look-up tables when analyzing consumer responses. The training period needed to bring recruits up to the necessary output standard is typically 6-8 weeks.

BENEFITS & RESULTS

Accuracy levels vary between 99% and 99.95% on different sections of these documents depending upon the conversion process applied (Certain fields such as e-mail addresses & phone

numbers are double or triple verified to bring accuracy levels to 99.95%). This whole process is conducted within 72 hours from the onshore receipt of the incoming hardcopy data through to the final output to the validated and checked data files. It is estimated that leveraging offshore assets to provide fast turnaround capture for this type of project achieves savings in excess of 50% when set against the onshore equivalent whilst, at the same time, an image databank is created as part of the process rendering long term hard copy storage unnecessary. Individual client records can also be speedily and cost-effectively be provided from the image databank if any consumer queries are received.



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Remote key from image is the latest method to ensure that documents are processed at speed. Hard copy documents do not need to be air freighted to offshore destinations. Documents therefore, do not have to leave the locality.

A further advantage of utilizing this technique is that portions of documents can be split onshore and processed separately offshore. This

can be helpful in any case where data protection concerns apply.

Full onshore account management creates a full-service relationship and helps to tie the onshore and offshore operations more closely together. The onshore/offshore hybrid model delivered by DDC Ltd proved to be the most appropriate solution for this client

DDC Ltd is a well known provider of

off-shore data capture, with facilities in the Philippines and document handling and scanning bureaus in the UK and US. Employing 3,000 staff, DDC's experience and expertise encompasses many sectors in the provision of document management, data conversion and BPO. DDC also employs "knowledge workers" in a number of specialized areas including medical, engineering, accounting, chemistry and data processing

