
Large Hotel Chain Secures Millions of Dollars in Real Time

Keane's innovative design and implementation helps large hotel brand secure funds from online payments immediately, improving end-user experience and establishing competitive advantage.

Abstract

In the highly competitive travel industry, customers are more frequently booking reservations online and are willing to pay in advance for discounted rates. Keane partnered with one of the world's largest hotel chains to design and implement an online credit card payment processing system, which is the first of its kind in the industry. The new system secures customer funds in real time for the member properties and handles bookings from many diverse channels using a variety of common credit vendors.

Challenge

In this era of globalization and economic downturns, competition is fierce in the travel and hospitality industry. It is more critical than ever to attract and sustain

customers. Customers are more frequently booking reservations online, and have consistently demonstrated a willingness to pay in advance for discounted rates.

One of the world's largest hotel chains wanted to establish a competitive advantage by offering online advance booking credit card payment services, which would secure reservation funds for member hotels at the time of the booking. Previously, member hotels had to follow up manually with credit card companies or clearinghouses to secure funds.

Consumers book reservations through several channels (e.g., Web booking engine, customer service application, partner Web applications) using different types of credit cards, so the solution had to be flexible and robust enough to handle this diversity.

Keane and its client collaborated to create the first-to-market early online booking system solution, which enables the hotel to secure millions of dollars in revenue in real time.

Application and Infrastructure Solutions

Keane Client Story:

Industry: Travel & Hospitality

Offering: Application Development & Integration | Online Credit Card Processor



In addition, the client required that the business flow and functionality of the existing booking applications be preserved. And, it was critical that the solution be totally secure and compliant with PCI Security Standards for account data protection, with no persistent storage of a user's credit card information.

Moreover, the client was working with a limited budget and tight timelines.

Solution

Keane collaborated with the client to create a solution that would meet its technical, functional, and security needs — while adhering to its budget and time guidelines.

Keane recommended that a central processor be implemented as a single point of entry for all online booking channels. This centralized application would be built using Web services to provide the common, robust interface needed to manage individual channel applications.

A requirements definition phase was collaboratively executed by Keane and the customer to ensure that all aspects of the new functionality were considered without impacting the existing business flow and performance.

Keane modified each of the reservation channel applications to call the single payment processor, and Keane executed regression and performance testing.

Keane also implemented functions, such as pre-authorize, authorize, report, void, and credit, with configurable parameters to allow the business to customize operations for each channel. For example, some credit cards require a three- or four-digit CVV number for validation, while others do not.

Keane designed the application to process transactions using methods that were PCI-compliant and that kept guest credit card information reliably secure.

Keane's solution also incorporated automatic response actions (such as accepting or declining the reservation, if certain information is not provided), which are generated at different times in the process depending on the credit card vendor.

The complexity of dealing with multiple third-party credit vendors introduced dependencies that resulted in many requirements changes, and Keane worked closely with the customer to minimize the impact of these changes and ensure the team met its deadlines.

Results

The new online credit card payment processing system gave this hotel chain a clear competitive advantage: It enabled the chain to secure millions of dollars in revenue while enabling its properties to offer discounted rates to guests.

Advance booking solution reduced operational costs by eliminating manual follow up with credit vendors.

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By working with Keane, the client was also able to:

- » **Be first to market.** First hotel brand to go to market with a true, online and real-time credit card processing solution.
- » **Reduce operational costs.** Advance booking funds deposited immediately into property accounts eliminated the manual follow-up previously required to secure customer funds.
- » **Provide consumers with industry-standard security.** PCI-compliant solution included secure handling of guest information.

- » **Maintain high-quality service levels.** Preserved business flow, performance, and availability of existing channel management applications both during transition and after implementation.
- » **Lower card processing costs by 50% per transaction.** Member properties benefit from competitive card processing costs based on volumes from all client hotels.

About Keane

Keane, an NTT DATA Company, is an IT services firm headquartered in the US with more than 12,500 professionals worldwide. For 45 years, Keane has been an Application Services specialist with distinguished project management credentials. Today, we offer a flagship suite of Application Services, as well as Infrastructure and Business Process Outsourcing solutions delivered through onsite, nearshore, and offshore resources.

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