



QLIKVIEW | CUSTOMER SUCCESS STORY | DINERS WORLD TRAVEL

## Diners World Travel uses QlikView to help customers plan the best routes at the cheapest prices

“Our intention was to look for an affordable and easy-to-use BI solution that would allow our users to extract and analyze information in the shortest possible time and without having to rely on the IT department.”

“The Business Intelligence (BI) solution offered by KMS has given us the opportunity to access and filter reliable information quickly thanks to a proper dashboard reporting system.”

*Loo Kian Wai*  
Finance Manager  
Diners World Travel (Singapore) Pte Ltd

Diners World Travel was established in 1972 catering exclusively to the travel needs of Diners Club Card members and its associated companies.

In 1984 it became a wholly-owned subsidiary of Diners World Travel and today has grown in its range of services to meet the varied needs of its clientele. Today, its staff can handle not only air-ticketing and leisure travel but also incentive, convention and event planning.

Thanks to Diners World Travel's commitment in offering the best possible value-for-money packages, it has achieved a double distinction for being the first travel agency to receive the SQC award and the ISO 9001:2000 certification from SPRING Singapore. In addition, it has consistently been awarded the Annual Excellent Service Award (EXSA) since 1997.



### CHALLENGE

Agents face major challenges – the current economic situation, the lack of demand, rapid changes in technology and a number of suppliers combined with the fact that the profitability of sales is not what it used to be. Agents need to be aware of the multiple choices and price changes between time of purchase and day of departure. Therefore employers in this industry are working harder than ever before and for a smaller margin.

In addition, travel agencies such as Diners World Travel have a significant amount of customers with diverse travel needs, which means that companies such as Diners World Travel have to constantly customize travel itineraries, taking always in account the cheapest rates.

Therefore it becomes more difficult and challenging than ever for agents to continue to maintain their existing customers.

The travel industry has to store and quickly analyse information, which complicates the matter further by changing complex data and applying it. Diners World Travel, however, has been able to improve its internal performances and get ahead of the competition with the help of Business Intelligence (BI).

### SOLUTION OVERVIEW

#### FUNCTION

Diners World Travel is one of Singapore's main leading travel facilitators for the travel and leisure industry. It offers a wide range of travel products and services such as air-ticketing, tour packages, event planning, etc

**INDUSTRY:** TRAVEL SERVICES

**GEOGRAPHY:** SINGAPORE

#### SOLUTION

Diners World Travel implemented a BI solution from KMS called QlikView (considered by BI Survey 10 the top ranking BI tool in areas such as agility, implementation time, performance, suitability, satisfaction, product quality, customer loyalty and overall quality and support).

KMS BI System has helped Diners World Travel ease the processes of data collection and analysis (namely sales & performance management reporting) providing a clear and logical manner to present the information. As a result, it has helped top managers in the strategic decision-making process and has helped the company in staying ahead of its competition. Thanks to KMS and QlikView, analytics can now be carried out quicker than before and by a large group of users within the travel agency. Diners World Travel is now able to save time in obtaining key data and trends as well as keeping track of other additional areas in just a click of a button

#### DATA SOURCE SYSTEMS

Excel File and the software used is Abaus Powersuite

## EVALUATION

Diners World Travel had certain requirements in mind when looking for a BI tool. In order of importance we find: ease to implement and use, first in product quality, strong in vendor support and implementer support.

Looking at the solutions offered by other BI providers in Singapore, it was evident that the product quality, exemplary service and overall value proposition offered by KMS was the ideal match for Diners World Travel.

As result, QlikView has not only helped the company measure its efficiency and profitability but it has also made the business a lot more transparent internally and externally, making the business more trustworthy. The implementation was smooth and easy thanks to the effort of Diners World Travel's IT Team and KMS consultants.

## APPLICATIONS AND DEPLOYMENT

The reason behind Diners World Travel choosing QlikView is its flexibility and ability to process and structure large volumes of data in a very short period of time. As a result an analytical deployment was set up, with the ultimate objective of analyzing, through a (KPI) BI Dashboard, the sales volume of the company and the consultant's performance. In addition, the reports generated were sent to the management level of the company as well as to the clients of Diners World Travel.

## CONCLUSION

Diners World Travel has successfully boosted productivity while cutting costs and time spent on research and analysis. KMS has also helped Diners World Travel in having a better perspective of their current business and industry landscape and therefore its target market.

As a result, Diners World Travel continues to stay relevant for customers, maintaining its leadership among the "travel consultants" in Singapore.



---

## ABOUT KMS

Knowledge Management Solutions (KMS) provides consulting and implementation services for developing decision support and knowledge management decisions. KMS was founded by professionals with nearly 20 years experience in Data Warehousing and Business Intelligence solutions using advanced in-memory technologies across a broad spectrum of vertical industry segments.

Headquartered in Singapore, we have a regional presence with our offices in Malaysia, Thailand and Hong Kong.

---

## KNOWLEDGE MANAGEMENT SOLUTIONS PTE LTD

### Corporate Headquarters:

1091 Lower Delta Road, #03-01/02, Singapore 169202

Phone: +65 6411 4906 | Fax: +65 6423 9259

### Regional Office Contacts:

+(603) 2698 8800 (Malaysia) | +66 (0) 2302 1430 (Thailand) | +(852) 3656 7823 (Hong Kong)

Email: [info@kms-world.com](mailto:info@kms-world.com)

[www.kms-world.com](http://www.kms-world.com)