BLUE RIBBON BAGS

CASE STUDY

LOST AND FOUND: BLUE RIBBON BAGS' RE-INVENTION OF LUGGAGE PROTECTION

THINKSYS

CONTENT

THINKSYS

ABOUT BLUE RIBBON BAGS

Blue Ribbon Bags is a leading travel service provider specializing in protecting and expediting lost luggage recovery. With a solid commitment to customer service satisfaction, Blue Ribbon Bags has established itself as a trusted partner for travelers worldwide. It is through technology and a global network of partners that provide prompt assistance in locating and returning lost bags.

When travelers purchase service through Blue Ribbon Bags, one of the first things they do is register their luggage details. In the unfortunate event of loss, the dedicated Blue Ribbon Bags team coordinates with airlines, baggage handlers, and local authorities to expedite the search and recovery process.

Blue Ribbon Bags has earned the trust of millions of travelers worldwide by providing reliable and efficient solutions for lost luggage protection. They take pride in delivering exceptional customer service with a team of travel professionals available around the clock to assist their travelers with luggage-related issues or concerns.

THINKSYS
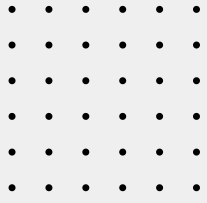
Blue Ribbon Bags had specific goals to enhance its offerings and stay competitive. These included:

- Robust and scalable technology infrastructure for efficient management of massive data.
- A seamlessly integrated system to foster strategic alliances between airports and airlines, facilitating effective baggage tracking.
- High-level data security for handling sensitive information.
- Compliance with relevant regulations, a robust error-handling system, and more.

Blue Ribbon Bags aimed to create a system enabling more people to communicate effectively and utilize their services. This required updates to their **APIs, user interface, Excel file handling, and microsites.**

04
CHALLENGES

Despite their best efforts, Blue Ribbon Bags faced limitations in delivering optimal services. Real-time updates on baggage location and status needed to be improved, creating customer dissatisfaction. Moreover, their data processing system hit a roadblock, struggling to handle customer file data beyond a limit of **2,500 users.**

A clear internal management structure and hierarchy could have helped their business operations. Blue Ribbon Bags also needed help processing large orders monthly and annually.

THINKSYS

WHY THINKSYS

Blue Ribbon Bags turned to ThinkSys during a pivotal phase to address their evolving needs. With an emphasis on delivering superior software development services, ThinkSYs rose to the challenge of supporting Blue Ribbon Bags' expansion plans while managing ad hoc service requests.

The primary objective for Thinksys was to ensure timely service delivery for Blue Ribbon Bags. They recognized the critical aspects of meeting a rapidly expanding company's growing demands and the need to provide seamless software solutions that could keep pace with Blue Ribbon Bag's evolving requirements. ThinkSys leveraged its software development expertise to develop tailored solutions that met Blue Ribbon Bags' specific needs.

One of the Key challenges faced by Blue Ribbon Bags was the unpredictability of ad hoc service requests. ThinkSYs approached this challenge with agility and adaptability, utilizing their robust development methodologies and flexible resource allocation. By implementing efficient project management practices, ThinkSys could effectively manage the ever-changing landscape of service requests, ensuring that Blue Ribbon Bags received the required support promptly.

Throughout the collaboration, ThinkSys demonstrated its commitment to excellence and customer satisfaction. They maintained constant communication with Blue Ribbon Bags, seeking feedback and incorporating it into their development processes. This iterative approach allowed continuous improvement and ensured the final software solutions aligned perfectly with Blue Ribbon Bags' requirements.
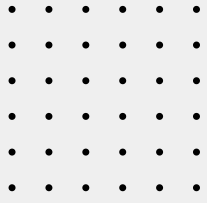
THINKSYS

06
IMPLEMENTING EFFECTIVE SOLUTIONS

To address Blue Ribbon Bag's requirements, ThinkSys developed several modules, including:

1. **Sales User:** Streamlining sales-related processes.
2. **SMU User and SMU Services:** Enhancing user experience and service efficiency.
3. **Daily Sales Report Management:** Simplifying the management of daily sales reports.
4. **Email Template Management:** Facilitating customized email communication.
5. **SMS Functionality and SMS Template Management:** Enabling efficient SMS communication.
6. **Email Batch Management:** Optimizing email delivery through batch processing.
7. **Alert and Delete Services Using Batch:** Providing flexibility in managing alerts and deletions.
8. **IVR Calling:** Integrating interactive voice response for enhanced customer support.

THINKSYS

The implementation of ThinkSys' solutions yielded significant improvements across multiple parameters:

1. Gross Sales Made by the Company

Before collaborating with ThinkSys (2018): USD 16,000 per day.
At present (2023): USD 40,000 per day.

2. Data Optimization
Data quantity of a single Excel file processed by the BRB application:

Before collaborating with ThinkSys (2018): 2,000 to 2,500.
At present (2023): 6,000 to 7,000.

In addition to these achievements, ThinkSys developed **120 microsite** applications specifically designed for agents delivering BRB services. These tailor-made solutions have contributed to enhancing the overall client experience. Currently, 1 to 2 microsites are being delivered every week. Moreover, adopting Microsoft RDLC for report generation resolved performance issues associated with the third-party software, GrapeCity.

THINKSYS

OUTCOME

Every step of the way, ThinkSys proved to be the ideal technology solutions partner for Blue Ribbon Bags during this critical juncture. It was through their unwavering commitment to timely service delivery, adaptability to ad hoc requests, and successful communication.

Utilizing specialized development tools has played a pivotal role in enhancing the luggage monitoring system, ultimately elevating the client experience. Through the collaborative efforts of ThinkSys skilled specialists, Blue Ribbon Bags now boasts simple communication channels, transparent navigation, and real-time status updates, ensuring a stress-free travel experience for all.

CONTACT INFORMATION

✉ info@thinksys.com

🌐 440 N Wolfe Road, Suite #22
Sunnyvale, CA 94085