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AI-Powered Competitive Monitoring

Mining hundreds of websites to compare the competitor's flight ticket fares

ABOUT CLIENT

» One of the leaders in business intelligence segment.

» They offer competitive monitoring, analytics, and knowledge services to large enterprises across industries such as financial services, travel, hospitality, and retail.

BUSINESS SCENARIO

» Delivering robust **competitive monitoring** to one of their travel-tech customers was challenging.

» They needed to monitor **100s** of airline websites with no uniformity in structure and navigation to continuously evaluate airline ticket fares.

» Airline websites are **dynamic** in nature. They make frequent changes to their **webpage layout**.

» There are **variations** in critical data points such as fares, availability of flights, duration etc.

BUSINESS **CHALLENGES**

01

Heavy Request Throttling

1000's of web pages to be monitored, relying on site-specific scripts for monitoring needs, did not serve the purpose. One configuration rarely fits two websites and easily breaks across different webpages.

02

High Maintenance

Lack of Resources, Creating and maintaining site-specific scripts composed of countless rule engines was very chaotic.

03

Non-Uniform Structures

Target websites were blocking crawlers incessantly as soon as crawling began.

04

Time Consuming

Onboarding clients with a handful of new target websites took anywhere between 4 weeks to 6 weeks.

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BOTMINDS
SOLUTION

- ⦿ **No code platform** that requires only **point and click** activities to create intelligent crawlers

- ⦿ AI embedded **intelligent browser** handles destination site blocking by mimicking human navigation behavior

- ⦿ **On-prem solution** deployment for massive scale needs

- ⦿ Support for rapidly **onboarding** new clients

BUSINESS
IMPACT

Rapid New Competitor Onboarding

Botminds **empowered analyst** to onboard new competitor website in hours, without having to rely on technology or script writers.

100% Quality Data Delivery

AI powered data extractors coupled with SMEs in the loop solution enabled client to achieve **100% data quality.**

Re-Imagined Process Flow

From tracking changes to data extraction to all the way auditing the entire process flow got re-imagined delivering **5x overall process efficiency** to the organization.
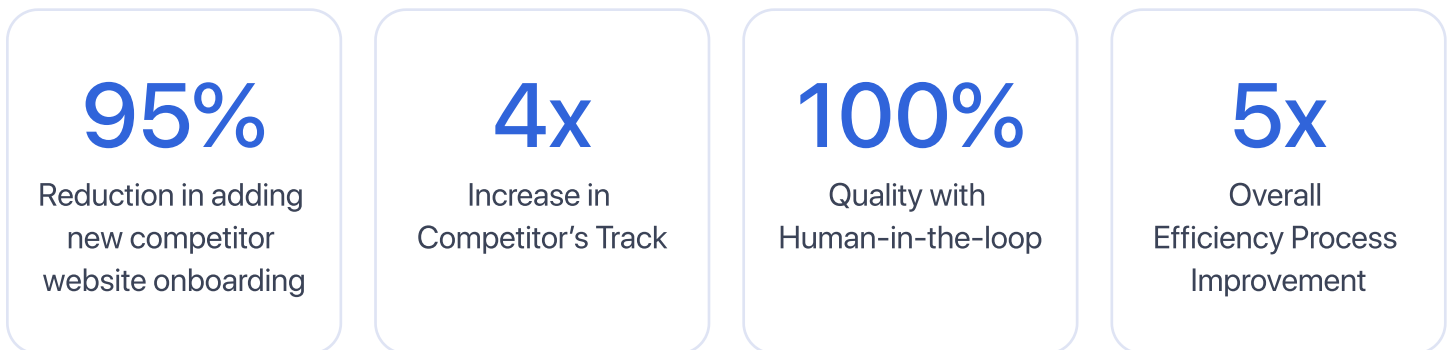
Empowered Research Analysts

With AI empowering research analysts at all steps, it enabled them to do quality research with **4x more** competitor data.

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	Before		After
	Manual Scripts, onboarding new x takes months		Bot with Auto Scripts, Onboarded new website in minutes
	High Maintenance, Rule based crawlers		AI enabled intelligent crawlers adapting to site structure changes
	Manual anti-blocking and request throttling mitigation		Human like navigation with automatic retries and rerouting
	Complex data audit process		Deep linking – API for data with link to actual source

Value Delivered

95%	4x	100%	5x
Reduction in adding new competitor website onboarding	Increase in Competitor's Track	Quality with Human-in-the-loop	Overall Efficiency Process Improvement

BOT's Speed and MIND's Intelligence, completing the automation circle.

World's first unified Intelligent Document Processing & Process Automation Platform

Botminds is an AI-first, Unified IDP & IPA platform. Using our platform, you can automate and begin extracting data for your document centric processes within weeks.

For more information :

visit us www.botminds.ai or email us hello@botminds.ai

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