



A LAIVLY CASE STUDY

Saving Money on Concession Expenses for the Top Vacation Rental Marketplace



93%

Accuracy of Approved Expenses



\$17.6M

Projected Network-wide Annual Savings

Performance Objective

A leading vacation rental marketplace protects hosts, guests, and itself with complex appeasement policies. However, this presents a challenge for agents tasked with “make good” concessions and reimbursements.

Inefficient real-time vetting and slow escalation time hinder policy adherence and decrease customer satisfaction scores. This results in a high volume of invalid or inaccurate expenses.

Where They Needed Help

An analysis of our client’s workflow revealed that agents were impeded by the volume and complexity of situational appeasement policies and the slow nature of concession approvals and escalations.

Without enforcement safeguards, agents were more likely to miss entry errors or invalid expenses and submit without approval. This resulted in poor accuracy and higher-than-necessary expenses.

We collaborated with the top vacation rental marketplace, empowering agents and a newly created Expense Approval Team to approve “make goods” with speed, accuracy, and confidence while saving money and preserving customer satisfaction scores.

Pilot Overview: Here’s What We Did

We reviewed the brand’s approved expense tickets to determine a baseline, and then we measured the results after implementing LaiVly with 201 participating agents. We saw the following improvements over a three-month pilot period:



41%

Improvement in Expense Accuracy



2,052

Sidd-Created Expense Tickets During Pilot



\$33.62

Saved per Sidd-Solved Expense Ticket



\$68,162

Total Savings During Pilot

We implemented our Sidd enforce module, using natural language processing (NLP), digital automation, and machine learning (ML) to streamline the appeasement and escalation process. Sidd gathers and compiles relevant data for the Expense Approval Team to review at a glance, moving seamlessly between the company’s entire tech stack (CRM, OMS, Third Party Sites, Applications) to increase efficiency. Sidd also guides agents to the appropriate action through added controls and graphic overlays in the brand’s CRM. Because LaiVly does not use backend APIs, implementation was simple and did not require any heavy lifting from the brand’s IT team.

Sidd had a significant positive impact on efficiency and proved to be particularly beneficial for reducing inaccurate data entry and fraudulent claims. The pilot resulted in a 41% improvement in accuracy and \$3.1M in estimated annual rejected expenses — projected to \$17.6M annually when expanded to all agents in the program — while preserving the satisfactory customer experience.

