



A LAIVLY CASE STUDY

# Saving Money via Brand Protection for the Top Vacation Rental Marketplace



**41%**

Improvement in Accuracy



**\$7.9M**

Estimated Annual Savings



**NPS**

Scores Were Not Affected

## Performance Objective

Vacation rental marketplaces protect hosts, guests, and themselves with complex policies. However, this presents a challenge for agents tasked with approving “make good” reimbursements. Real-time vetting is inefficient, and slow escalation time often decreases customer satisfaction scores—regardless of the outcome. As a result, companies pay out a high volume of invalid or inaccurate expenses.

## Where They Needed Help

An analysis of their workflow revealed that agents were impeded by the volume and complexity of situational appeasement policies and the slow nature of 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.

## Here’s What We Did

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

**93%**

Accuracy of Expense Approval

**\$1.62**

Saved per Hour During Pilot

**\$3.1M**

Rejected Expenses Annually

**\$33.62**

Saved per SIDD-Solved Ticket

We implemented our SIDD enforce module that uses Natural Language Processing, Digital Automation, and Machine Learning (ML) to guide agents to the appropriate action. SIDD instantly populates any necessary approval forms prior to submitting expenses and prompts agents for context or additional information where appropriate, seamlessly moving between the company’s tools or outside programs (CRM, OMS, Third Party Sites, Applications) to prevent out-of-range credits or reimbursements without approval.

This proved to be particularly beneficial for reducing inaccurate data entry and fraudulent claims, resulting in a 41% improvement in accuracy and \$3.1M in rejected expenses—projected to \$17.6M annually when expanded to all agents—with no negative impact to NPS.

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