yatra | bluecopa

Yatra Achieves 100% PLB Revenue Traceability and Recon Accuracy with Bluecopa

Transforms revenue operations from a manual, error-prone process into an intelligent, automated system.

"The system's ability to handle complex data transformations and provide real-time flown data calculation has been game-changing. We've eliminated the manual 80% deflator estimation and now have precise calculations that our airline partners can trust, significantly improving our reconciliation process."

- Vimal Harmilapi, General Manager - Finance, Yatra Online Ltd.

About Yatra

yatra

Yatra is one of India's largest Online Travel Aggregators (OTAs), servicing millions of travelers. With 33+ domestic and international airline partnerships, the company operates with complex annual contracts dictate revenue through incentives and commissions based on high sales volumes, ancillary services, and performance targets. Yatra sought a model-based, rules-driven, automated PLB management system for accurate financial validation and revenue assurance.

Industry:
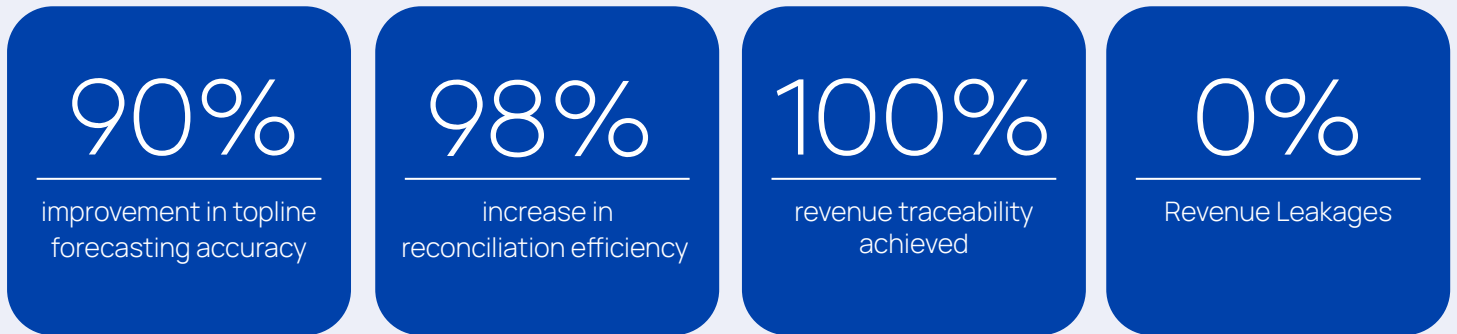**Online Travel**

Market Listing:
Publicly Listed Company

No of Users:
5+ Mn

Use Cases: PLB Workflow Automation, Reconciliation Automation, Real-Time Payouts Calculations, and Commission Revenue Forecasting

Challenge: As one of India's leading OTAs, Yatra handled complex, high-stakes PLB structures across a sprawling 33+ airline ecosystem. Disparate terms by region, route, and cabin class, combined with fragmented data across their business entities, made real-time tracking and accurate reconciliation nearly impossible. Manual processes only added to the operational drag and revenue risk.

Solution: Bluecopa's comprehensive approach to airline contract management, data integration, and rules-driven workflow automation transformed Yatra's revenue operations. The solution applied a model-based, logic-driven system to ensure financial validation and achieve PLB reconciliation at 98% Accuracy, done in under 2 Days.

90% improvement in topline forecasting accuracy	**98%** increase in reconciliation efficiency	**100%** revenue traceability achieved	**0%** Revenue Leakages

Inconsistent booking data, fragmented logic, and dynamic incentive structure lead to revenue leakage

Airline incentive structures like performance-linked bonuses (PLBs), commissions, and marketing funds are critical revenue drivers for Yatra. The travel aggregator managed contracts across full-service and low-cost carriers, domestic and international routes, and crucial regions like the GCC (Gulf Cooperation Council). Moreover, the contracts were managed by its three business entities - Yatra Online, Yatra for Business, and TSI, each with its complex incentive structures. These contracts often included complex, tiered payment terms based on cabin class (economy, premium economy, business, first) and performance slabs. Each entity managed independently negotiated PLB tiers, class-specific thresholds, and time-bound slabs, leading to fragmented logic.

The inefficient and manual process puts the aggregator at revenue risk with inaccurate or missing incentive calculations. With data spread across three business entities, data inconsistencies, inaccurate calculations were common. Manual workflows using spreadsheets, VLOOKUPs, and human interpretation only compounded the challenge, slowing down reconciliation, increasing errors, and often leading to revenue recognition and leakage challenges.

Key Challenges

Revenue Risk

Error-prone manual calculations led to reconciliation delays and potential revenue leakage.

Data Inconsistencies

Disparate datasets with mismatched formats hindered accurate calculations.

No Real-Time Visibility

Lack of centralized tracking of contracts, approvals, and calculations.

Manual Deflator Use

Reliance on estimated flown data for PLB payouts exposed Yatra to forecasting errors.

Compliance & Audit Gaps

No structured workflow or audit trail for approvals across account managers, business heads, and finance.

> "The PLB automation project was highly scrutinized by our leadership team due to its business-critical nature. Bluecopa's solution transformed our manual PDF and Excel-based processes into a comprehensive, globally scalable platform that ensures accuracy and eliminates revenue leakage."
>
> - Vimal Harmilapi, General Manager - Finance, Yatra Online Ltd.

Fixing revenue leakage with rules-driven, automated workflow for accurate PLB reconciliation in under 48 hrs

Bluecopa deployed a robust, intelligent automation engine that seamlessly ingested airline booking, invoicing, and contract data from multiple sources across Yatra's business entities. The solution supports diverse incentive structures, from tiered slabs and flat rates to region-specific exclusions and time-bound thresholds, which are tailored per airline. An end-to-end approval and audit workflow ensures control and traceability, while intelligent data mapping auto-fills missing inputs like fare buckets and cabin class.

The solution's ability to apply conditional joins across 13+ datasets and return flown-based PLB accuracy without deflators was a game changer. One such breakthrough was detecting a misclassified incentive from an international airline early on, helping Yatra proactively prevent loss and drive dispute-free closures.

> Bluecopa has empowered Yatra to reconcile performance-linked bonuses with 98% accuracy in under 48 hours, while reducing manual effort and leakage risk across its finance operations.

Key Benefits

Unified Contract Management & Workflow

Standardized contract templates covering all incentive types.

Maker-checker-approver forms with automated workflow and audit trails.

All data, including low-cost carriers with no ticket-level granularity, is harmonized using advanced SQL logic and joins.

Data Integration & Master Governance

Ingestion of 13+ datasets with conditional logic across sales, operations, and finance, without deflators.

Cleansing, standardization, and enrichment with BigQuery-enabled transformation.

Proprietary master data sets fill missing fields like cabin class, flight direction, or fare buckets using booking class lookups.

Real-Time MIS & Stakeholder Visibility

PLB entries, logic uploads, approvals, and payouts now run through a centralized MIS portal with an audit trail.

Maker-checker forms eliminate human error and enforce governance.

Dashboards for tracking PLB status, audit comments, and approvals.

Role-based access ensures business-specific insights.

Dynamic Incentive Engine

Real-time calculation of flown data-based PLBs, eliminating estimation gaps.

Configurable parameters for deal types, slabs, frequencies, flight classes, and routes.

Configurable exclusions by route, fare class, deal period, and region.

Notification & Alert System

Automated real-time updates via dashboards and email for every workflow stage.

Contractual Dispute Detection & Mitigation

Real-time anomaly flagging between actuals and contract logic for enabling reconciliation before dispute

Conclusion

Bluecopa's PLB automation solution offered measurable improvements in airline contract management efficiency and incentive calculations accuracy. The solution positioned Yatra for sustainable growth while providing competitive advantages in the OTA market.

The success demonstrates Bluecopa's capability to drive operational excellence and business transformation for the travel and hospitality sector.

Ready to Eliminate Revenue Leakage for Your Business?

Get in Touch with Us.