

TRAVEL TECHNOLOGY SUPPORT • PHILIPPINES

The booking-integrity standard: the executive economics of travel technology support outsourcing to the Philippines.

An analysis of why interactions handled is a volume vanity metric, how booking-integrity accuracy and disruption-recovery — never interaction throughput — decide the true cost of a travel-tech support operation once mis-ticketed itineraries, failed rebookings, GDS errors, and repeat contacts are counted, and the vendor-selection discipline that protects the booking and recovers the stranded traveler.

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ABOUT THIS SERIES – VOLUME 81

Every travel-tech support proposal is priced per interaction handled, because volume is easy to count. This volume is about the two outcomes a travel platform's reputation actually depends on and a cheap contract quietly trades away: the booking kept intact — correctly ticketed, correctly fared, correctly changed — and the disrupted traveler recovered onto a new itinerary before the trip collapses. The gap between handling an interaction and resolving the traveler's case is where mis-ticketed PNRs, failed rebookings, and repeat contacts live. The full series lives at piton-global.com.

About the authors



John Maczynski
Chief Executive Officer

John has bought travel-support capacity for three decades, and learned that the fast operation that handles every interaction and mis-ticket the booking is the most expensive one a travel platform can hire — because a broken PNR is a stranded traveler, a failed rebooking is a trip that collapses, and a GDS error is a fare the platform eats. His standing question ignores the interactions-per-hour report: of the cases you handled, how many kept the booking intact and recovered the traveler the first time? Applied at PITON-Global, that question is what clients get on every travel-tech sourcing decision — personally, with no account layer in between.

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Ralf Ellspermann
Chief Strategy Officer

Ralf has spent twenty-five years running Philippine travel-support floors, and he judges a travel-tech team by its booking-integrity accuracy and its disruption-recovery rate, not its interactions-per-day: whether the PNR stayed clean and the stranded traveler got rebooked, or the itinerary broke and came back. The support contract in Section 3 codifies what he learned rebuilding teams that cleared interactions fast and left bookings broken. He now reads travel-tech providers the way he once ran them — from the mis-ticket log and the disruption-recovery audit backward.

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ABOUT PITON-GLOBAL

PITON-Global is a buyer-side advisory practice, Manila-based since 2001, that has never operated a delivery floor or taken a placement commission. Its stock-in-trade is knowing the Philippine provider market at the operating level — 1,000+ mapped operations, re-verified continuously, including each travel-tech team's real booking-integrity accuracy and disruption-recovery record rather than its interactions-per-day headline — and converting that knowledge into a shortlist of six to ten genuinely qualified partners per engagement. Buyers from Tripadvisor, Garmin, TSYS, HealthPartners, Yetipay, Workrise, and Norman Disney & Young have run their searches through the practice.

SECTION 01

Executive summary

-58%

Fully-loaded cost per correctly-resolved traveler case vs. US onshore

99%+

Booking-integrity accuracy on vetted teams, up from 88-94%

94%+

Disruption-recovery rate on vetted teams, up from 70-82%

6.4×

First-year ROI, reconstructed case (Section 6)

A travel-tech support engagement is bought on the price per interaction and paid for on the bookings it breaks and the disruptions it fails to recover. The vendor reports millions of interactions handled at a fraction of the onshore cost; the travel platform finds the itineraries mis-ticketed in the GDS, the fare rules misapplied so the platform eats the difference, the schedule-change and cancellation rebookings that failed and stranded travelers, and a satisfaction score sliding while the interaction count looked healthy. The operation cleared its queues and the platform inherited a mis-ticket problem, a stranded-traveler problem, and a fare-leakage problem it never priced. The gap between handling an interaction and resolving the traveler's case — with the booking intact — is where the real cost of cheap travel support hides, because a broken booking or an unrecovered disruption is not throughput delivered; it is a trip that collapses, a fare the platform absorbs, and a traveler who books elsewhere next time.

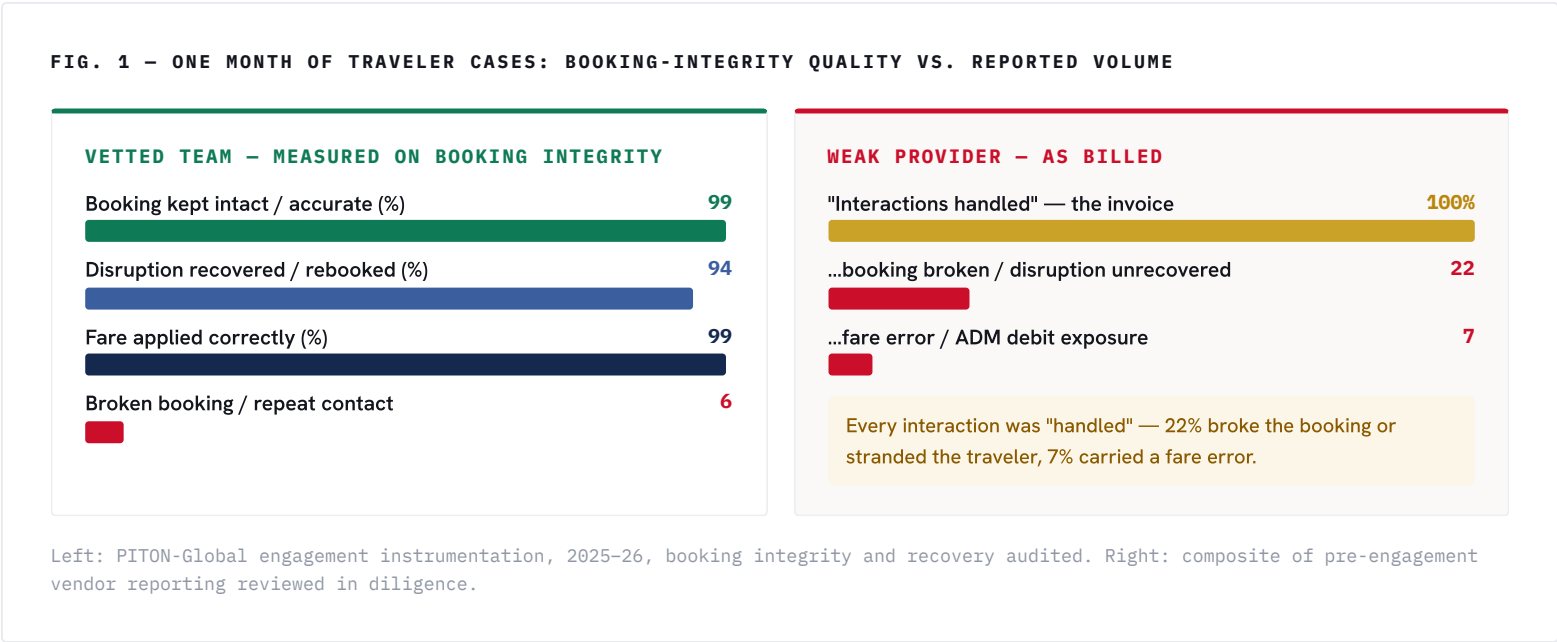
The Philippines — English-fluent, service-oriented, with a deep travel, GDS, and OTA support pool — is where travel-tech customer operations are delivered with the most booking-integrity discipline, because that pool, properly trained on the GDS and fare rules, can run the accurate ticketing, disruption recovery, and clean settlement that a dependable operation demands. Five findings:

- 1 Interactions handled is the industry's most flattering number.** Any floor can log a chat and close a ticket. Vetted teams are measured on outcome: booking-integrity accuracy, disruption-recovery rate, and fare accuracy. Weak providers quote a low per-interaction price the platform repays in broken bookings, stranded travelers, and fare leakage. Section 2 shows the gap.
- 2 The resolved traveler case, not the handled interaction, is the product.** A resolution that protects the trip comes from keeping the booking intact and recovering the disruption to closure, not from clearing a queue. Teams that protect bookings close the case once; teams that handle loosely break PNRs and strand travelers at a cost far above the interaction.
- 3 Disruption recovery is where travel support is won or lost.** A weather cancellation, a schedule change, a missed connection must be rebooked accurately and fast, before the traveler is stranded and the trip collapses. Vetted teams hold disruption recovery above 94% precisely because the cost of the unrecovered traveler — the refund, the goodwill fare, the lost customer — dwarfs the interaction price.
- 4 Fare leakage and repeat contacts, not the per-interaction rate, are what cost.** A booking broken wrong costs the repeat contact, the re-ticket, the fare difference the platform absorbs, and the ADM debit memo from the airline — many times the per-interaction saving. Teams that protect booking integrity cut fare leakage and repeat contacts, and that protected margin — not the offshore rate alone — is where the case study's return is built.
- 5 Contract on the resolved case, not the handled interaction.** The contracting failure of travel support is paying per interaction and hoping bookings stay intact and disruptions get recovered. Vetted deals price against booking-integrity floors, disruption-recovery targets, and fare-accuracy standards, making booking integrity and recovery the team's problem, which is where they belong.

The intended reader is a VP of customer operations, chief customer officer, or COO at an OTA, airline, or travel platform buying support per interaction and paying for it in broken bookings, stranded travelers, and fare leakage. Sections 2–4 separate the teams that protect bookings and recover disruptions from the teams that clear interactions; Sections 5–7, the method and the proof.

The volume mirage: interactions handled versus traveler cases resolved

Figure 1 shows one month of a travel platform's support cases two ways: as the interactions-handled report a weak vendor bills, and as the booking-integrity reality the mis-ticket log, the disruption-recovery ledger, and the ADM debit-memo file experience. The interactions-handled number is engineered to look like output while broken bookings, stranded travelers, and fare leakage accumulate underneath.

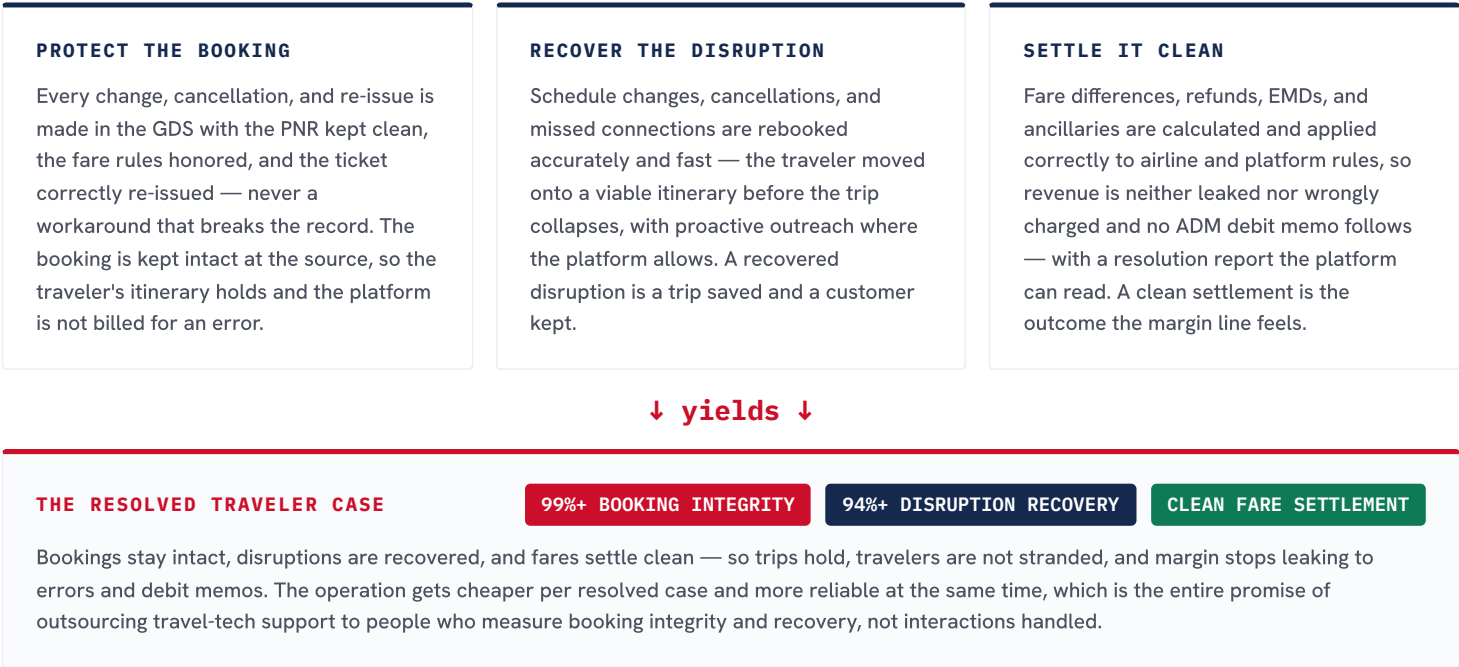


The economics follow the booking integrity and the recovery, not the interaction count. On the left, ninety-nine percent of bookings stay intact and ninety-four percent of disruptions are recovered, so travelers reach their destination and the platform keeps the margin; on the right, a cheap per-interaction price breaks twenty-two percent of bookings or leaves disruptions unrecovered and errs on fare for seven, paying in stranded travelers, fare leakage, and airline debit memos at once. A low per-interaction price that breaks bookings is not a saving; it is a collapsed-trip treadmill and a margin the platform absorbs. The booking-integrity audit — ticketing accuracy, disruption recovery, fare accuracy — is the cheapest due-diligence instrument in this paper.

The support contract: protect the booking, recover the disruption, settle it clean

Figure 2 lays out the three clauses of a working travel-tech support contract — the machinery a floor read verifies before any per-interaction price is believed.

FIG. 2 – THE SUPPORT CONTRACT, AS OPERATED ON VETTED TEAMS



Operating parameters from PITON-Global travel-technology engagements, 2025-26. GDS and fare handling operated to each platform's own airline agreements.

In diligence, the contract is tested from the traveler's and the airline's side: pull handled cases and check the mis-ticket log for broken PNRs; audit the disruption-recovery ledger for stranded travelers; and re-check a fare sample against the rules and the ADM file — because a floor that breaks bookings and eats debit memos fails the engagement, whatever its interaction stats say. Perhaps one team in ten survives it cleanly. Steps 3 and 5 of the framework exist to find that one before the contract does — because everything in Table 3 of Section 6 depends on intact bookings and recovered disruptions, not interactions handled.

SECTION 04

Cost and performance: cost-per-resolved-traveler-case economics and benchmarks

TABLE 1 – FULLY-LOADED COST PER CORRECTLY-RESOLVED TRAVELER CASE: THREE OPERATING MODELS (2026)		
OPERATING MODEL	COST / CASE	VS. US BASELINE
US onshore in-house travel support	\$10.90	baseline
Low-cost offshore interaction mill (per-interaction)	\$7.40	-32%
Vetted Manila team — booking-safe, recovered, clean	\$4.58	-58%

Basis: PITON-Global engagement pricing 2025-26; cost per correctly-resolved traveler case = fully-loaded operating cost divided by cases resolved with booking intact, disruption recovered, and fare clean (broken, unrecovered, and mis-fared excluded); the interaction mill looks cheap per interaction but broken bookings, fare leakage, and ADM debit memos lift its true cost per resolved case; US comparator fully-loaded in-house cost.

TABLE 2 — TRAVEL-TECH SUPPORT BENCHMARKS, VETTED VS. BASELINE (2025–26)			
METRIC	VETTED TOP TIER	BASELINE	EXECUTIVE READING
Booking-integrity accuracy	99%+	88–94%	The only support number the trip follows
Disruption-recovery rate	94%+	70–82%	Traveler rebooked, or stranded
Fare accuracy / ADM rate vs. baseline	–64%	baseline	"Settle it clean" — held or not
Repeat-contact rate vs. baseline	–59%	baseline	Case closed once, or reopened
Customer satisfaction (CSAT)	91%+	72–83%	Booked again, or lost

Source: PITON-Global travel-technology engagement data 2025–26; baseline = typical pre-engagement operations billed on interactions handled.

The strategic read: the interaction mill's –32% per interaction is a false economy — broken bookings, fare leakage, and ADM debit memos lift its true cost per resolved case far above the per-interaction gap, and a stranded traveler who books elsewhere is a cost no rate recovers. The vetted Manila team's –58% is real because it is measured where the value is: the booking intact, the disruption recovered, the fare clean. Buy on interactions handled and you buy the right column of Figure 1; buy on cost-per-resolved-traveler-case and you buy booking integrity and recovery — the same discipline every volume in this series keeps arriving at from a different door.

SECTION 05

Sourcing discipline: the 7-Step Vendor Vetting Framework, applied to travel-tech support

Travel-tech diligence adds two hard requirements to every step: a per-interaction price is real only when the booking-integrity accuracy behind it survives a mis-ticket audit, and only when the disruption-recovery rate behind it survives a stranded-traveler review. The funnel below is representative of a 60–160-seat travel-tech support search.

FIG. 3 – THE 7-STEP FRAMEWORK AS A TRAVEL-TECH SUPPORT FUNNEL		
STEP	WHAT IT ELIMINATES IN A TRAVEL-TECH SEARCH	FIELD REMAINING
1 Requirements definition	Throughput-first scoping: fixes the booking-integrity floor, the disruption-recovery target, the fare-accuracy standard, and the CSAT requirement by case type	1,000+
2 Market mapping	Interaction mills: operations that bill interaction volume and treat broken bookings and stranded travelers as the client's problem, and generalist floors with no GDS, fare, or disruption-recovery depth	~46
3 Capability screening	Teams without the machinery: audited booking-integrity history, GDS proficiency (Amadeus/Sabre/Travelport), a disruption-recovery playbook, fare/ticketing depth, and coverage across your case mix	~13
4 Compliance & security audit	Weak governance: PCI-DSS for payment handling, traveler-data protection, access controls on GDS/booking systems, business-continuity for IRROPS surge, SOC 2 scope covering the support stack	~8
5 Operational diligence	The integrity-and-recovery read: audit mis-ticket logs for broken PNRs; review the disruption-recovery ledger for stranded travelers; re-check a fare/ADM sample; interview on a complex IRROPS rebooking	4–6
6 Competitive RFP & negotiation	Per-interaction pricing: finalists bid against booking-integrity floors, disruption-recovery targets, and fare-accuracy standards — all carrying credits for broken bookings and ADM debits	2–3
7 Transition & launch governance	Cold cutover: the team calibrates against your GDS, fare rules, and disruption playbook on a sample before it owns the live queue, with the booking-integrity floor and recovery rate certified before steady state, PITON-Global embedded buyer-side	1

Field-remaining counts represent a 60–160-seat travel-tech support search, PITON-Global engagements 2024–26.

The standing guarantees hold: **vendor neutrality** — PITON-Global operates no support floors, handles no bookings, and takes no placement economics, so the shortlist reflects audited booking-integrity and recovery performance, not inventory; **right-sizing** — teams for whom your operation is a flagship account. Six to ten genuinely qualified providers, delivered within 48–72 hours, free to the buyer, competing through a fully transparent, fair, comprehensive, and highly competitive RFP.

SECTION 06 • ANONYMIZED CASE STUDY

Re-basing the operation on booking integrity: a 100-seat travel-tech support rebuild, reconstructed

Engagement TT-094 is a US online travel platform — handling roughly 24,000,000 traveler interactions a year across booking, changes, cancellations, and disruption recovery — that had offshored travel-tech support to a per-interaction mill. The interaction price was excellent; the booking integrity and recovery were not: booking-integrity accuracy sat near 90%, disruption recovery near 74%, ADM debit memos were mounting from fare errors, repeat contacts were high, and CSAT was sliding. The VP of customer operations wanted the arbitrage without the broken bookings and the stranded travelers. Identifying details are anonymized under NDA.

SELECTION (WEEKS 0-8, INTEGRITY + RECOVERY READS)

Requirements fixed a 99% booking-integrity floor, a 94% disruption-recovery target, a fare-accuracy standard, and a CSAT requirement. Mapping produced 46 claimants; the machinery screen — audited booking integrity, GDS proficiency, disruption-recovery playbook, fare depth — left 13; the PCI-and-continuity audit left 8. Mis-ticket audits, disruption-recovery reviews, and fare/ADM re-checks shortlisted 5. A Manila team won priced against booking integrity and recovery, with both written into the reporting spec.

TRANSITION (MONTHS 2-7, CALIBRATED FIRST)

The team calibrated against the platform's GDS, fare rules, and disruption playbook on a sample before owning the live queue; the booking-integrity floor and recovery rate were certified in month 3, and an IRROPS-surge drill ran from day one. The integrity-and-QA loop fed agent coaching continuously. By month 7 booking-integrity accuracy reached 99.2%, disruption recovery hit 94%, ADM debit memos fell 64%, repeat contacts fell 59%, and CSAT reached 91%. PITON-Global chaired the booking-integrity review board to steady state.

TABLE 3 – TT-094 FIRST-YEAR VALUE BUILD-UP (US\$)		
VALUE COMPONENT	YEAR 1	BASIS
Labor arbitrage on the 100-seat operation	\$2.55M	187.5k productive hrs × (\$23.10 – \$9.50)
Fare leakage & ADM debits recovered	\$0.74M	Debit memos and fare errors removed by accuracy
Repeat-contact volume removed	\$0.46M	Reopened cases eliminated by booking integrity
Retention & CSAT value (recovered travelers)	\$0.26M	Rebooked travelers retained vs. lost to a rival
Gross value created	\$4.01M	
Less: engagement & transition costs	(\$0.63M)	Calibration, IRROPS-drill build, GDS integration; advisory fee \$0 (provider-paid model)
Net value ÷ cost = first-year ROI	6.4×	\$4.01M ÷ \$0.63M

Figures rounded; booking-integrity, recovery, and fare effects audit-verified. Method in Methodology & notes.

Sixty-four percent arbitrage, thirty-six percent from recovered fare leakage, removed repeat contacts, and retained travelers — a typical split for the series, earned because the operation was re-based on booking integrity and disruption recovery rather than interaction volume. Every line traces to a diligence step: the integrity floor and recovery target to Step 1, the integrity-and-recovery pricing to Step 6, the IRROPS drill to Step 3's contract. The VP's line at the year-one review: "The interaction price barely moved. What moved is that bookings stopped breaking — and when a flight got cancelled, our travelers actually got where they were going."

SECTION 07

The executive playbook: governance for the first 180 days

A travel-tech support transition succeeds when the team is measured and paid on booking integrity and disruption recovery — client in command throughout.

DAYS 0–30

Define integrity & recovery, contract on them

Set the booking-integrity floor, the disruption-recovery target, the fare-accuracy standard, and the CSAT requirement with customer-operations leadership before launch, and document the GDS and disruption playbook by case type. Contract against integrity and recovery — never per interaction alone — with floors carrying credits and ADM debits a defined chargeback. Stand up the mis-ticket audit and the disruption-recovery review as the program's arbiters of truth.

DAYS 30–90

Calibrate, drill the IRROPS playbook

Calibrate the team against your GDS, fare rules, and disruption playbook on a sample before it owns the live queue; certify the booking-integrity floor and run the IRROPS-surge drill. Switch on the integrity-and-QA loop from day one. Publish the operations dashboard: booking integrity, disruption recovery, fare accuracy / ADM rate, repeat-contact rate, CSAT.

DAYS 90–180

Own the queue, certify steady state

Hand the live queue to the team only after it holds the booking-integrity floor and disruption-recovery target. Review the board monthly with the mis-ticket and ADM trends on the table. Certify steady state on two months at floor including a peak-season or weather-IRROPS surge; hand over on documented criteria; keep the mis-ticket audit and disruption-recovery review standing.

THE FIVE FAILURE MODES WE ARE HIRED TO PREVENT

Paying per interaction while bookings break · clearing interactions instead of resolving traveler cases · leaving disruptions unrecovered and travelers stranded · leaking fare margin and eating ADM debit memos · owning the queue before integrity and recovery are proven. All five are settled at selection and contract.

The travel-tech argument, in one sentence: a handled interaction is activity and a resolved traveler case is a booking kept intact and a stranded traveler recovered onto a viable itinerary, and a vetted Philippine team delivers –58% cost per resolved case with 99%+ booking integrity, 94%+ disruption recovery, and fare-error/ADM exposure cut by nearly two-thirds — for buyers who audit booking integrity and disruption recovery instead of counting interactions handled, and compete the finalists through a fully transparent, fair, comprehensive, and highly competitive RFP. Anyone can handle an interaction. We make sure you buy the team that protects the booking and recovers the traveler.

METHODOLOGY & NOTES

How the numbers were built

Booking-integrity and recovery figures (Fig. 1, Table 2) derive from engagement instrumentation in PITON-Global travel-technology engagements, 2025–26. Booking-integrity accuracy is measured against the mis-ticket log; disruption recovery against the recovery ledger; fare accuracy by re-check against fare rules and the ADM file; repeat-contact rate and CSAT against the client's pre-engagement baseline. The weak-provider column is a composite of pre-engagement vendor reporting reviewed in diligence, shown for contrast.

Cost-per-resolved-traveler-case figures (Table 1) are fully loaded — wages, benefits and statutory charges, facilities, technology and GDS/telephony tooling, management and QA overhead including fare specialists, and attrition-driven recruiting — divided by cases resolved with booking intact, disruption recovered, and fare clean, with broken, unrecovered, or mis-fared cases excluded from the denominator; US comparators reflect fully-loaded in-house cost on the same basis. A correctly-resolved traveler case keeps the booking intact, recovers any disruption, and settles the fare clean.

The case study (TT-094) is anonymized under NDA; volumes and dates are generalized, figures rounded. Booking-integrity, recovery, and fare effects are audit-verified; the fare-leakage-recovered line reflects removed ADM debits and fare errors, and the retention line is a conservative estimate. ROI = net first-year value ÷ all engagement-related client costs. PITON-Global's advisory fee is provider-paid and appears at \$0 in the client cost base; neutrality safeguards are documented at piton-global.com.

Market context draws on IBPAP reporting and PITON-Global's proprietary provider mapping (1,000+ operations; booking-integrity and disruption-recovery performance re-verified May 2026). GDS and fare handling are operated to each platform's own airline agreements. Estimates and projections are PITON-Global analysis and should be cited as such. The full series is available at piton-global.com.



Would your provider's interaction price survive a booking-integrity audit?

Thirty minutes with John will tell you. Free to buyers, strictly vendor-neutral — a booking-integrity-and-recovery-verified shortlist within two to three business days.

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