AI-POWERED COMPETITIVE MONITORING

CASE STUDY

Mining hundreds of airline websites to compare flight ticket fares

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◇ INTRO

The client is one of the leaders in the business intelligence segment.

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

PROBLEM

Delivering robust competitive monitoring to one of their travel-tech customer 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.

PAIN POINTS

○ 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.

○ Creating and maintaining site-specific scripts composed of countless **rule engines** was very chaotic.

○ Target websites were **blocking crawlers** incessantly, as soon as crawling began.

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

Goal

Make monitoring across multiple websites easier, more accurate and block resistant.
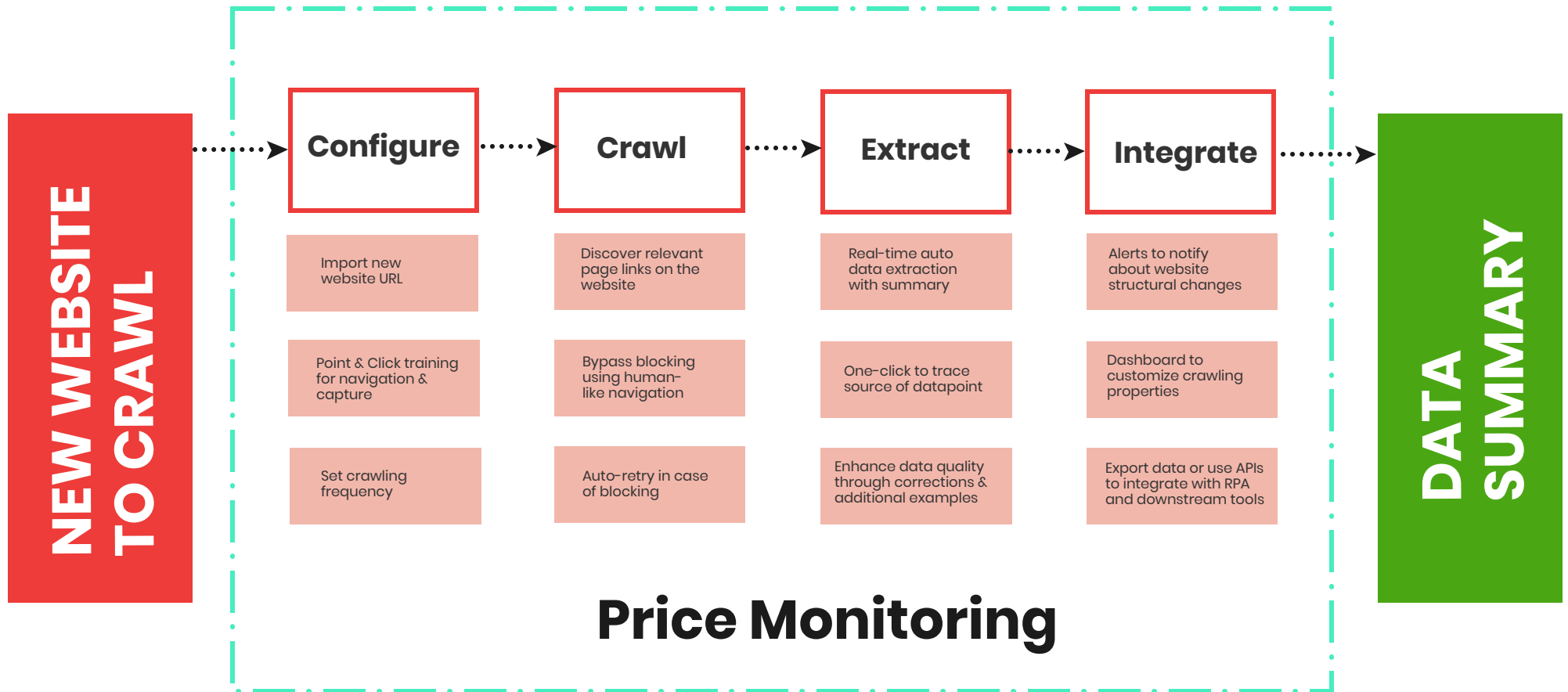Onboard new clients quickly, with minimal effort.
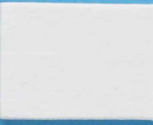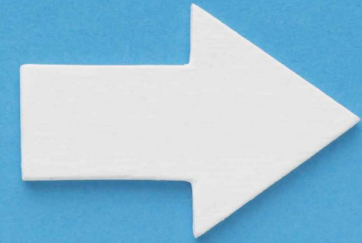
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Solution
Approach

- 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.

Process Workflow

Competitive monitoring workflow for dynamic websites

NEW WEBSITE TO CRAWL

Configure
- Import new website URL
- Point & Click training for navigation & capture
- Set crawling frequency

Crawl
- Discover relevant page links on the website
- Bypass blocking using human-like navigation
- Auto-retry in case of blocking

Extract
- Real-time auto data extraction with summary
- One-click to trace source of datapoint
- Enhance data quality through corrections & additional examples

Integrate
- Alerts to notify about website structural changes
- Dashboard to customize crawling properties
- Export data or use APIs to integrate with RPA and downstream tools

Price Monitoring

DATA SUMMARY

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Impactful
Results

New destination websites onboarded **within days**, compared to prior solutions that took months.
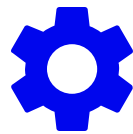
One Botminds configuration to fit the crawling needs across multiple websites.

Scale on-demand to support more websites, hence more customers.

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Key Metrics

Not months anymore.
Competitive monitoring in days.

Before Botminds

After Botminds

6 weeks for one airline website

» **1 day** for one airline website

IP blocked after crawling ten times

» **IP never gets blocked** through mimicking human navigation

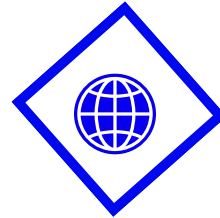**Crawler failed to work** when website layout changed

» **Crawler recognizes changes** through AI based learning
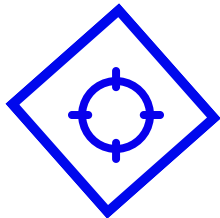
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Start monitoring your competitor websites today

Talk to us
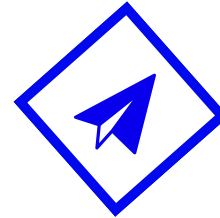
hello@botminds.ai

www.botminds.ai

Seattle | Chennai