

The journey of GetYourGuide in streamlining WFM

Annalisa Gottardi is senior workforce management analyst at GetYourGuide, the online travel company operating in more than 170 countries, offering travelers around the world the opportunity to book activities, tours and excursions. She shares her insights into how CCmath has transformed and optimized the forecasting processes at GetYourGuide.



In the early days, GetYourGuide expanded rapidly and scheduled whomever they could. When they started using BPOs, the need for forecasting arose. "We were forecasting with spreadsheets, which was okay at the monthly level, but in terms of intervals and at the daily level, this was definitely not accurate. Switching to CCmath brought us instantly a significant improvement in our forecasting accuracy. It is also way faster; I no longer have to manipulate thousands of Excel columns. This helped us streamline our workforce management processes, which is important to the BPOs."

Making lives easier

For Gottardi, using CCforecast changed how she and her coworkers work daily. "Particularly in handling peak periods, such as holidays and special events like Easter and Christmas. The ability of CCforecast to easily visualize the forecasts is very beneficial. Of course, there are not many organizations like GetYourGuide: global reach, operating in tens of countries and supporting multiple languages for millions of customers. I need to deal with a lot: customer behavior, marketing strategies, and product developments. CCmath, and the support from CCmath, is the perfect partnership for dealing with all these factors affecting volume predictions. This partnership brought benefits to our internal operations, and it made the lives of our partners much easier."

Counting on CCmath

CCmath' stands for next-level WFM, does Gottardi recognize this value? "I really praised CCmath's responsiveness and problem-solving abilities. Quick resolutions are crucial for my part, given the tight timelines I have. For example, together with my contact at CCmath, we improved the data upload and download processes, saving significant time and reducing the chances of errors. This automation streamlined our workflow and allowed more frequent adjustments and iterations in our forecasting. Also, I would like to express my overall satisfaction with CCmath's usability, visualization and speed. I cannot imagine ever going back to spreadsheets. CCmath simplifies my work, and I can count on it."



"CCforecast's capacity to effortlessly render forecasts proves highly advantageous for us at GetYourGuide. Transitioning to CCmath has not only yielded substantial enhancements in our forecasting precision, it has also contributed to the streamlining of our forecasting procedures, thus liberating time for our Analysts to allocate their time towards other critical objectives."

Doug Casterton,
Head of Operational Excellence at GetYourGuide