

Why Amadeus was selected as John Galligan Travel's technology partner

Amadeus Case Study

Dublin-based John Galligan Travel caters for a wide variety of leisure and business travellers from cruise holiday makers to upmarket vacationers. In addition, the company manages group bookings, incentive travel and corporate travel.

This independent travel agency has always prided itself on providing customers with a quality service combined with value for money. This has enabled John Galligan Travel's consultants to build up strong relationships with customers. The business has also established mutually beneficial relationships with key suppliers over the years.

Business background



The 2009-10 economic climate has brought the company's core values sharply into focus. While many companies seek to cut costs (sometimes at the expense of customer service), John Galligan Travel continues to go the extra mile for its clientele particularly as it is not a high-street agency with the benefit of passing trade.

What continues to matter more than anything else for owner, John Galligan, is the all important relationship with customers.

He feels that many agents are now in trouble because they have not worked hard enough at reaching out to customers and keeping in touch. John's whole emphasis on relationships is carried through to dealings with suppliers and in recent months he has noticed a detrimental shift in the way many suppliers are doing business.

While he had a long history and emotional connection with the incumbent global distribution system - it was the technology he learnt his trade on - he felt it was time to review his business and that included the technology.

Use of Technology

John decided to take a closer look at Amadeus as part of a wider strategy to review the whole business. It was important to look ahead at the direction the business was going and to 'future-proof' it in terms of technology to meet the demanding needs of web-savvy travel bookers.

John had always been under the impression that the technology and products offered by the four global distribution giants was equal. However, this myth was soon dispelled when he investigated Amadeus' ongoing investment and development programmes. He began to see that his business could no longer rely on the system it had been using for two decades.

After a careful and thorough business review, John decided it would be in the best interests of his business, both in the short and long-term, to migrate to Amadeus.

How did John arrive at this milestone decision?

Factors that influenced the migration to Amadeus

- > As one of the agency's specialisations is cruise, the company started by sticking a toe in the water with Amadeus Cruise. This proved successful in terms of its user-friendliness, ease of navigation and breadth of product – all combining to make it easy for John's team to increase revenues in this fast-growing leisure travel sector. The success of Amadeus Cruise opened the door for adopting more sales applications such as Amadeus Selling Platform.
- > The team quickly found the systems had a more modern feel and were more user-friendly right from the outset.

"I trust Amadeus and the technology they offer to help me gain competitive advantage in difficult trading conditions and on into tomorrow's post recession economy."



John Galligan,
Managing Director,
John Galligan Travel

What has been the result of the technology change for travel consultants and customers?

- > Amadeus Selling Platform is already helping reduce booking times by enabling consultants to guide customers to make up their minds more quickly by presenting all the options, including best available fares and rates.
- > In addition, the team found that the way the technology presents options available to customers is clear, understandable and professional.
- > The fact that the system is web-based has also been a boon because senior staff are easily able to carry out booking or administrative tasks out of the office when required.
- > John Galligan Travel has found it can answer customer queries more quickly and efficiently and most importantly, give customers what they want thanks to the wealth of content, whether that is airlines, cruise lines or hotels.
- > Since the migration, the team has found Amadeus technology to be smoother, easier, faster and more logical to use.
- > The local support – uniquely offered by Amadeus – has also proved a massive benefit to John Galligan Travel, especially during the pre-installation and early days of usage.

“Other technology companies and airlines have moved their teams off the island and it’s not the same,” said John Galligan.

Migrating To Amadeus

Although many of the staff were initially a little wary of changing to a new system after 20 years of using the old one, the migration was helped enormously by the training provided by the local Amadeus team including onsite floor-walking and general hand-holding following the cutover. John has also been impressed with the help and support, which has not diminished after the agency changed systems and has, in fact, continued since the cutover in May 2009.

John Galligan commented, “We’re on the phone every day. They explain why things are happening in a certain way and are happy to explain again if we still don’t understand. The team is extremely pleasant to deal with. Local support is essential to us.”

Prior to the implementation, John admitted he had been a little cynical about the migration process (in terms of business disruption) but he was pleasantly surprised when everything happened so smoothly.

What’s Next for John Galligan Travel and Amadeus

The team at the agency is growing more comfortable with the system day by day and is now beginning to look at really maximising what Amadeus has to offer. John is conscious that the system is not being used to its fullest potential yet, so he is confident that the productivity gains and other benefits enjoyed so far is only the beginning.

“I have confidence that it will be great. My experience of these systems with huge capabilities is that we probably only use about 10% but we will see that percentage rise rapidly thanks to the user-friendly design and excellent local support from Amadeus training, helpdesk and account management teams.”

Because Amadeus promotes a partnership ethos (it is one of the company’s core values) John knows that going forward he will be able to influence future product development by engaging in dialogue with Amadeus. For example, the company has an Irish Customer Advisory Board that is designed to facilitate customer feedback and prioritisation.

In summary, John has no regrets about his decision to switch to Amadeus. The concerns he had about the relationship with his technology supplier going forward have been alleviated, now that he has found a more pro-active and supportive travel technology partner.

John sums it up by saying, “In the context of a relationship the key word is trust! When you think about your business and where it is heading in the next five years, you need to have confidence that your suppliers will be there for you in good times and bad. I trust Amadeus and the technology they offer to help me gain competitive advantage in difficult trading conditions and on into tomorrow’s post recession economy.”



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