

Big Travel expects major productivity and customer service improvements with Amadeus Sales Management Solution (Vista +ACE)

In an industry where customer loyalty can no longer be taken for granted, and a competitive landscape made up of numerous small but local players, Big Travel & Flex Resor saw the need to act. Looking for a solution which could bring major process efficiencies and help them to maximize their customer service levels, they turned to the Amadeus Sales Management Solution (Vista +ACE).

In brief

The challenge

- > Differentiation through personalised service
- > Improving productivity
- > Need for modern, integrated systems

The solution

- > One integrated front-to-back office solution

The results

- > Increased productivity

Avoiding manual entries and duplication of work; and accuracy of data delivered to the mid and back office to enable auto-invoicing.

- > Improved customer service

Increased efficiency with the integration of systems across all locations.

- > Increased revenue

A faster and smoother system will mean each agent can sell more.

- > Easy to use and to train new staff

An important factor for new agents, and also when integrating a newly acquired agency.



About Big Travel

Big Travel is the third largest leisure travel agency in Sweden, with 25 different locations; and together with its tour operating arm, Flex Resor, has been a major player in the Swedish travel market over the past two decades – booking more than 160,000 segments annually.

With a strategy of growth through acquisition, Big Travel and Flex Resor pride themselves on their local touch – “we represent our customers in their home town” says Niklas Mattsson, Chief Financial Officer of Big Travel & Flex Resor.

With Amadeus Sales Management Solution we will have a faster and smoother system... which means each agent can sell more to each customer.

Niklas Mattsson,
Chief Financial Officer, Big Travel & Flex Resor

Challenge

Offering great customer service at a local level, while maintaining a strong national network is a key driver for Big Travel & Flex Resor. “Our customers want to deal with their local office, but they also want service to be quick – that is why we give them the option to transfer their call to whichever office has available staff at that moment”.

This need to deliver quick and personal service led the agency to look into not only reviewing their distribution partner, but their entire travel management systems, from reservation through to accounting. “We were losing time not only at the reservation stage, with agents forced to toggle between different screens, for example to look up fares, but right the way through to the back office functions, where different systems meant many entries had to be made manually”, explained Niklas Mattsson.



We are known all over Sweden for our personal service – with Amadeus Sales Management Solution features such as instant quality checks we hope to even further improve this service, increasing efficiency and accuracy at every level, giving our agents more time to focus on the customer.

Niklas Mattsson,
Chief Financial Officer, Big Travel & Flex Resor

The Solution

With previously unconnected front-to-back office systems, it was imperative for Big Travel & Flex Resor to find a solution that could modernise their workflows, using the latest technology to deliver process efficiencies. Choosing Amadeus Sales Management Solution gave them exactly this.

“Amadeus offered us a one-stop-shop for travel solutions that truly reflected our business needs; we looked at other IT providers, but none of them could provide what Amadeus does” explained Mr. Mattsson.

“We expect to see process improvements from bookings through to invoicing and payment,” and in addition “we anticipate savings in our overall IT spend as we move from managing multiple systems to the one integrated Amadeus Sales Management Solution.”

Supporting the company’s acquisition strategy, the advantages of Amadeus Sales Management Solution’s easy to learn user interface and the system’s scalability were clear for the potential roll-out and adoption in newly acquired agencies – “it was the best-fit system for us!” confirmed Mr. Mattsson.

The Results

Reduced time per booking thanks to the Sales Management Solution features such as a single view on all trip data, including multi-source booking, sales and payment details (with the Trip Master Record), ensure that agents deal efficiently with the customer - enabling them to even further improve on the famous Big Travel & Flex Resor personal service.

“Put simply”, concluded Mr Mattsson “a faster and smoother system will mean each agent can sell more to each customer”.

About Amadeus Sales Management Solution

Amadeus Sales Management Solution: brings Amadeus Selling Platform (Vista), the universal browser-based platform, together with Amadeus Agency Manager (ACE), the world’s most widely used mid office application.

The result is an integrated solution that optimises processes and increases significantly overall productivity.

Amadeus SAS
485 route du Pin Montard
Les Bouillides - BP69
06902 Sophia Antipolis
FRANCE
Tel.: +33 (0) 4 92 94 60 00
Fax: +33 (0) 4 97 15 42 00
www.amadeus.com

amadeus
Your technology partner