

Amadeus helps Titan streamline operations



"Since the migration from Galileo, Amadeus has proved itself a reliable and efficient technology partner to the Titan group of companies. Amadeus is clearly focused on delivering the best technology for travel companies and their staff work closely with our own personnel to ensure we take full advantage of the many benefits Amadeus has to offer. Therefore, I would recommend Amadeus to any tour operator looking to streamline processes and improve the level of automation within their business."

David Wild
Director
Titan Travel Limited

The Challenge

Two years ago, with the successful acquisition of additional brands into the group, Titan Travel found themselves operating two separate global distribution systems (GDS). This presented the company with not only operational issues but much duplication of work and effort. On a day-to-day basis the company was unable to issue tickets across its brands and therefore unable to take full advantage of consumer trends in dynamic packaging.

The use of two GDS systems prevented the company from using the breadth of solutions provided by having a single system in place and further complicated system integration because of the different technologies. Furthermore, the multi-GDS approach meant Titan could not fully exercise its buying power or standardise technology and day-to-day procedures across the brands. All of these issues inevitably led to inefficiencies, with staff having to be trained on different systems, processes being carried out manually and sometimes jobs having to be done twice.

The Solution

The solution was to strike a deal with one forward-thinking and customer-focused global distribution system, thereby building a strong relationship with a single technology partner and taking full advantage of the solutions it offered. The use of one system would also allow Titan to train staff across the group who could cross-over during peak booking times.

What benefits did Amadeus believe it could bring to the Titan Group?

Amadeus noticed the duplication of effort that was going on with processes such as ticketing, reporting and car-hire bookings being carried out on both GDS.

Amadeus recognised that staff could save time and improve productivity simply by introducing a few easy solutions, which would automate processes. Amadeus Group Name Script is a good example. The technology enables all the passenger details for a group to be downloaded electronically from a spreadsheet into the Amadeus reservation instead of being entered manually.

In addition, the use of two GDS meant contracts had to be negotiated and reviewed separately and separate progress meetings also had to be arranged. Additionally, employing one GDS would mean a common platform across the group so training, amendments and updates could quickly be implemented.

Why Amadeus?

After a period of investigation into the various solutions available in the market, Titan opted for Amadeus for several reasons:

- > Amadeus has more experience in migrating companies from other global distribution systems than its competitors
- > Amadeus has a clear global investment strategy when it comes to research and development for travel technology
- > The staff at Amadeus demonstrated the company's partnership approach to conducting business for long-term benefit
- > Amadeus possessed practical experience of working with large tour operators and across multiple brands
- > Titan was already using Amadeus for Tailor Made Travel - the system having already proved itself within this specialist division
- > Amadeus automation tools would improve day-to-day productivity and eliminate the time wasted on doing things manually as well as, at times, carrying out processes twice
- > Amadeus' customer-focused approach to the project and support throughout the whole migration process

The Implementation

Based on its experience in migrating companies from other GDS suppliers Amadeus took a structured approach to the project.

Critical to the success of the project was the assignment of an account manager and project manager to the tour operator to take responsibility for the work and smooth out any issues along the way.

In addition, before embarking on the migration Amadeus carried out its own 'due diligence' process at Titan's headquarters in Redhill to identify areas for improvement. Part of this process included time spent with people from each department using the GDS to assess their individual requirements and create solutions for the benefit of the whole group. Based on its audit as well as on discussions with Titan staff, Amadeus made a solutions presentation to Titan directors detailing how it, as sole GDS supplier, could benefit the company both commercially and in terms of technology solutions.

The next step was to organise staff training and a plan was devised to carry out a series of training sessions as well as a 'train the trainer' programme at Titan's offices. Titan's in-house technical staff were fully briefed at all times to ensure they were happy with the technology and its implementation.

The Amadeus project manager took personal responsibility for the migration of the passenger name record (PNR) information from Galileo to Amadeus. Once Titan was ready to cut over to the new system, Amadeus arranged onsite support with both the account manager and project manager on-hand for any issues that might arise.

Naturally, Amadeus continues to offer both helpdesk and account management support to this day

The Results

The switch to Amadeus provided Titan with a number of tangible benefits both on a day-to-day basis as well as more long term. For example, each department and brand now has access to all airfare contracts negotiated by the group.

The decision to use only Amadeus enables Titan to have a fuller, stronger relationship with its technology partner and negotiate the best solution that is commercially viable.

The use of Amadeus as the sole GDS provider also allows for staff expertise to be fully utilised and cross-training now takes place so that staff can be moved around during peaks and troughs in the business cycle. The technology is so easy to use that staff who have never worked on a GDS before are now able to benefit from the tool.

The move to Amadeus has enabled Titan to extend ticketing capabilities to other office locations, which no longer have to rely on head office to release tickets.

The use of Amadeus as sole GDS provider means far more comprehensive user support for the Titan Group and enables individuals to share information and tips.

The Proof

The Titan Group has already recognised several examples where customer service and business processes have been improved as a direct result of the switch to Amadeus. On a pure technology solutions level, Titan has seen improved efficiency with the Group Name Script function, which has made a huge difference by removing 80% of the manual work related to entering passenger data into Group PNRs.

The group is also pleased with the helpdesk support and the improved response time to queries as well as how quickly they are being resolved.

All staff can now access the system and don't have to wait for support from a GDS user to help deal with customer enquiries and bookings. Everything is done on the spot so there is no risk of losing a customer by having to call them back.

Individual departments, such as head office ticketing, have cited the improvements in working with Amadeus such as the system's ease of use, reliability of content and the ability of more staff to access the system.



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