



# TRAVELSPHERE

Travelsphere streamlines customer feedback handling with Aptean

## CASE STUDY

### CUSTOMER DETAILS

Travelsphere is a privately owned, direct sell tour operator. The company specialises in escorted tours offering everything from a Paris weekend to a 30-day round-the-world extravaganza. As the largest provider of escorted tours in the UK, Travelsphere takes in the region of 200,000 people away each year.

[www.travelsphere.co.uk](http://www.travelsphere.co.uk)

### INDUSTRY

Tourism

### APTEAN SOLUTION

Respond

### BENEFITS

- Standardised methods of information handling and automation
- Reduction in administration and costs associated with customer feedback handling
- Rapid complaint resolution
- Clearly presented management information to identify service improvements
- Statistical information to support negotiations with suppliers

The management of customer feedback driven by Respond software has emerged as a critical component of tour operator Travelsphere's customer service strategy. The company proactively uses all feedback to identify areas for improvement and deliver on its promise of quality, comfort and value for money.

Travelsphere recognises that listening to and managing customer feedback is critical to ensuring the on-going delivery of world-class service to its customers, so the company took the decision to automate its feedback handling process and invested in Aptean's Respond complaints and feedback management software.

"As a company we record absolutely everything that anyone tells us – good or bad," says Travelsphere. "We get a lot of positive feedback: around 3,500 letters a year praising our holidays. In total, if you include all letters of praise, complaints, pre-holiday and miscellaneous queries, we get about 11,000 letters and emails a year. The main drivers for investing in the Respond system were frustration with the volume of correspondence and a need to reduce the administration involved. We have integrated Respond with our reservation system to reduce the need for re-keying customer information and to ensure complete visibility of data for all customer handling staff."

Travelsphere's standard resolution time for dealing with complaints is a remarkable seven days. "The fact that we can achieve such impressive turnarounds is mainly due to Respond," says Travelsphere. "Other systems provide basic complaint and cost details, but Respond allows you to see more in-depth information at a glance, making it easier to prioritise and manage workloads."

Travelsphere measures performance through three main areas: complaint ratios, the amount of compensation it pays out and the responses to customer service questionnaires. All the data on complaint ratios and compensation payouts comes

from Respond. Travelsphere explains: "Our holidays are split into product groups – long haul products, cruising products, European products – and we split our complaints and feedback in the same way. Using Respond, we can drill down and analyse the data at a company level, a product level, a tour level or an individual holiday level if needs be. The KPIs and targets for the rest of the business are all based on those scores."

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## VOYAGE OF DISCOVERY

Respond sits at the heart of the organisation's customer service strategy and has dramatically improved access to management information. Travelsphere proactively uses this information to highlight holidays with customer satisfaction issues. "It's great because the system allows us to identify trends and establish the root cause of issues before they become major problems. For example, we had an issue with one of our holidays that generated an extremely high complaint ratio and cost us a lot of money to resolve. All that information was flagged up by Respond and we changed the tour agent we were working with."



**About Aptean:** Aptean helps businesses profit, innovate and grow where the work gets done—in the call center, on the floor of the factory, at the end of the assembly line. That's where Aptean's CRM, ERP and Supply Chain software applications enable nearly 5,000 customers to satisfy their customers, operate more efficiently and stay at the forefront of their industry.

Aptean is where software WORKS. For more information, visit [www.aptean.com](http://www.aptean.com).

Thanks to the proactive use of customer feedback, Travelsphere knows for sure that certain holiday problems will never reoccur. To illustrate this point, Travelsphere cites an example of a tour where the feedback and statistics generated by the Respond system all pointed to the fact that the company was taking too many people away at one time. "Now we take fewer people away over a longer period," explains Travelsphere. "Respond identified the problem, we resolved the issues and we've had virtually no complaints about that tour this year at all. It's been a complete revelation."

## ROAD TO RECOVERY

Travelsphere records complaints and feedback by department and feeds that information back to a central location where management information reports highlighting strengths and weaknesses are generated by Respond. "We have regular meetings to discuss this information which we pass to the management team, who then use the data to drive business improvements," says Travelsphere. A supplier relationship management project led Travelsphere to customise its Respond system to record compensation payouts against suppliers. "The recovery project helps us to trace a complaint back and identify who is at fault. This puts us in a good position when it comes to negotiating with suppliers. The more honest and open we are with suppliers and the more feedback we give them, the better the relationship," says Travelsphere.

The advantages of automating feedback and complaint management are clear. Respond has enabled Travelsphere to streamline cumbersome paper-based processes, improve workload management and gain greater access to management information. "You couldn't want for more," enthuses Travelsphere. "It's such a clever system. The functionality is first-class and it can generate statistics on virtually anything relating to customer service." Just as travel broadens the mind, analysing feedback has broadened Travelsphere's understanding of its customers' experience, improving products and processes and engendering loyalty and advocacy.