BPMonline

Business Travel Specialists Seek New System to Complement Surge in Growth

Valerie Kozhukharenko
Head of MICE Department,
Travel Boutique

London-based business tourism specialists Travel Boutique offer a diverse range of corporate events, tours and excursions to cater for any company looking for business opportunities within the UK.

Travel Boutique handles all the organization, communications and legwork involved in setting up conferences, business meetings and corporate events such as team-building, training programs and activity weekends.

As well as organizing the events themselves, Travel Boutique can handle all of the company's needs whilst its employees are in the country. The company also offers a wide range of holidays and entertainment for business partners, customers' staff and families within the UK.

Travel Boutique needed quick access to vast amounts of information that should be available to every single member of the team…

With no CRM system in place, data had to be processed manually using Excel spread sheets with related documents kept in a different place to the customer files. For example, details about hotels and transportation were kept separate from client information and different employees held different data that was not accessible to all, increasing time spent processing requests and retrieving data.

"As the tourism industry is becoming an increasingly more competitive market with customer demands rising ever higher, it was important to find a solution that would not only solve our existing problems, but also make future development easier. We couldn't allow our technology issues to get in the way of our customers' expectations." – Valerie Kozhuharenko, Head of MICE Department, Travel Boutique

After reviewing all other providers on the market, what made you choose BPMonline CRM?

"What BPMonline offered was not just a simple software package but a complete business process management tool that could solve all our current issues, whilst assisting the company with any number of real-world problems that could occur in the foreseeable future. It has a good, comprehensive interface with an opportunity for self-customization that is unparalleled in today's market" – Valerie.

"From consultation to installation, and straight to full functionality of all systems; everything went like pure clockwork."

"All systems were up and running within several days and the excellent assistance we received from the technical team throughout the process meant that the whole switchover was completely seamless," says Valerie, "we also want to thank the CSM (customer success

management) team who were extremely patient and helpful, showing us quickly how to make full use of the new system."

"Now we're more organized, more efficient, with better customer service – and I can thankfully get back to what I wanted to do, the planning and running of my business."

Storing complete data on each customer streamlines communication and gives the opportunity to have personalized records, which means the company is closer to its clients in terms of understanding their needs or preferences, with a full client history that increases the level of interaction between employee and the customer.

"Implementation of BPMonline CRM allowed us to unify our knowledge, putting all data in a single place. This allowed employees to get instant access to all data without using up valuable time with internal queries," says Valerie, "it also gave us the capability to automate our daily processes which was a massive help not only to our staff but for the company as a whole."

"The system is also an indispensable tool for conducting complex projects where many agents are involved and have to work with a large amount of data. We needed a clear plan, with synchronized information that was accessible to all employees. Thanks to all the crew at BPMonline we're now operating at a much higher level, providing customer satisfaction on a scale we only dreamed of."

Simplify the future