



TravelComms improving customer experience

Great Rail Journeys

With over 30 years of experience, Great Rail Journeys is the UK's leading and award winning operator of holidays by rail.

Believing their holidays should be completely stress-free for all their travelers – starting with the information imparted to those joining a tour – Great Rail Journeys selected d-flo's TravelComms to improve their post-booking customer communications.

Challenges

Through their high-quality website and brochures, Great Rail Journeys have built a strong reputation for the information supplied to their customers before a reservation is made.

Identifying a strategic need to improve their internal processes and ensure their post-booking communications deliver the same rich quality content as are experienced in the early stages of the customer relationship, Great Rail Journeys needed a solution.

Solution

Working in partnership, d-flo quickly gained an understanding of Great Rail Journeys 'Traveller' booking system and implemented a seamlessly integrated TravelComms solution to automate and improve all customer communications – from initial enquiry to pre-departure.

TravelComms now generates all customer communications for the multiple brands and themed holidays that Great Rail Journeys operate. Quotations, acknowledgements, confirmations, etc (including attachments such as ATOL flight certificates and Agent commission statements) are all more personalised than previously, contain more information of relevance to the specific trip booked, and are delivered by email or posted, as preferred by the customer.

Copies of all customer communications are stored in TravelComms' Content Centre, which is directly accessible from Traveller, making it easy for Great Rail Journeys customer service team to speedily retrieve them should they need to when handling customer queries. Similarly, communications can now be securely self-served by customers via Great Rail Journeys' 'Manage My Booking' customer portal.

The combined effect of high-quality post-booking communications, improved customer experience and more efficient internal processes has made TravelComms a great success.

“ Great Rail Journeys has always been creative in its use of technology, and we considered further developing our existing systems. However, the d-flo solution just gave us more – and more quickly. Initiatives we planned for launch in 18 months from now, we are now revising for delivery later this year using the TravelComms platform. ”