



TravelComms rejuvenating brand identity

Neilson Active Holidays Limited

A market leader in active holidays for over 40 years, Neilson Active Holidays have been using d-flo's TravelComms solution to manage customer communications since their management buyout and separation from Thomas Cook in 2014.

Rejuvenating their brand with a new rich and responsive web site, Neilson re-engaged d-flo to similarly refresh their customer communications and provide consistency in their customer experience.

Challenges

Seamlessly integrated with ATCORE's ATCOMRES reservation system, TravelComms was implemented within a tight 12 week deadline as part of the rapid separation from Thomas Cook. A highly successful project, TravelComms was delivered on time, within the budget and enabled Neilson to improve their customer communications and to differentiate itself from its former owner.

Launching a new and exciting web site with rich digital content to align their on-line experience with their brand philosophy, Neilson needed to similarly reflect the new styling within their exclusively emailed customer communications.

Solution

Working closely with both Neilson and their digital agency, d-flo quickly got to understand Neilson's new branding expectations and helped guide them to achieve their communications requirements.

Now for every communication required to support the customer booking journey, TravelComms ensures they are relevant to the 3 different Neilson products – Ski, Beach and Sailing – to make it easily identifiable to the customer as the holiday they booked. Incorporating all the new web site's digital assets means they are consistent in look, tone and feel to Neilson's new exciting and engaging on line experience.

Dynamic links within the emails provide customers with access to meaningful information and promote ancillary products specific to their booked holiday. Additionally, customers can now access Neilson's Welcome Magazine – in advance of arriving in resort – to familiarise themselves with the resort map, establish the activities on offer and identify local places of interest.

Like Neilson's new web site, the new communications are fully responsive and optimised for customers to view on any mobile device with any email client further improving the overall experience. And delivered by d-flo's Guaranteed Mail has helped Neilson track who has not acknowledged their flight and booking changes to eliminate the risk of unhappy customers and gain considerable operational efficiencies.

d-flo have been very supportive of us throughout the evolutionary process of this project. They steered the business to help design the customer communications and ensure that all pieces of communication were consistent. They kept us focused on consistency and that has been invaluable. And once again, they delivered on time and to the agreed budget.