



## Press Release

### **Alfa Travel selects d-flo TravelComms for post-reservation customer communications**

**Alfa Travel, one of the UK's leading Coach Holiday Operators, has selected d-flo TravelComms software to enhance the quality of its post-reservation customer communications. Riviera Travel's guests will benefit from improved information about their holiday, through more professional, personalised and better branded customer communications.**

**London, 21 March 2017:** d-flo Limited, the document management and data flow specialists who enable their clients to achieve operational efficiencies, lower costs and increased brand loyalty, today announced that Alfa Travel will commence using d-flo's TravelComms solution to manage their post-reservation customer communications.

TravelComms has been designed specifically for tour operators to enhance the experience of their customers before, during and after their holiday by producing enriched, informative and personalised communications.

**Paul Bull, Operations Director of Alfa Travel commented:** "As one of the UK's leading coach holiday companies we're dedicated to exceeding our customers' expectations. As part of a review of our customer journey, we identified a need for a customer communications solution which would improve the look, feel and content of our customer communications whilst also streamlining our processes. During the procurement process it became clear that TravelComms was the comprehensive, multi-channel product that we were looking for.

Our demographic is predominantly travellers aged 55+ who are amongst the most digitally literate people in the UK. TravelComms, a solution which is designed specifically for our industry, will enable us to communicate with our customers more frequently and in ways which better suits their lifestyles. We're really pleased to have procured the solution and are excited to explore the numerous ways in which we can enhance our customer experience.

We are also keen to explore the possibilities for using d-flo to enhance communications with both our own remote staff and our suppliers as we digitalise many more of our internal and external processes."

**Colin Brimson, Business Development Director and co-founder of d-flo Limited commented:** "We're very proud to have been selected to help Riviera Travel achieve their goals for this very important area of their customer communications. Our approach to all projects with our customers is to understand what they are trying to accomplish and then use our expertise to give them what they want in solutions that add real value to their business. We're looking forward to a long and mutually rewarding relationship with Riviera Travel."

For further information on d-flo and TravelComms, contact Colin Brimson (Business Development Director) on +44 (0)20 3582 5212 or by [colin.brimson@dflo.co.uk](mailto:colin.brimson@dflo.co.uk).