

Travelsphere Case Study

Azura Associates Ltd develop and implement business reporting and analysis solutions that can provide organisations with competitive advantage.

Using proven business and IT skills, we offer fully customised solutions, tailored to your organisation's specific needs, embracing the technology and processes to enable you to make "Smarter, Faster, Fact Based decisions"

Travelsphere

Following its acquisition of Page & Moy in November 2004, Travelsphere is the UK's largest direct-sell, overseas escorted holiday provider for the 45+ age group. It provides tours to over 60 countries world-wide, including China, Nepal, Australia and the USA. The company sells direct to the public, marketing to a comprehensive database. The combined business has sales of some £175 million. It employs around 200 staff in Market Harborough Leicestershire.

Background

The famous department store mogul, John Wanamaker, is reported to have said, "I know that half my advertising works, I just don't know which half."

Travelsphere were focused on maximizing their marketing budget, their existing method of gathering information from their booking system and downloading it into Excel spreadsheets was complex, time consuming and inflexible for ad-hoc reporting.

Solution

We were asked to explore the possibility of using Business Intelligence (BI) Software tools to produce a more versatile and flexible method of analyzing the response to marketing information, with a general goal of improving the quality, timeliness and availability of management information.

We were initially commissioned by Deputy Managing Director David Clemson at Travelsphere to produce a number of prototypes using different BI software products and the clients own marketing data, these prototypes were then presented back to the key decision makers in the company and a choice was made as to which product would be the best fit for Travelsphere's business needs. After a period of consultation a solution was chosen.

The production system was based on the successful prototype and used a workshop approach for the development which involved us working with the key decision makers from the marketing department over a three day period. The resulting system allows instant analysis of all marketing information by any of the companies' key performance indicators. Before the system went live extensive user training was undertaken and key staff was also trained key staff in the methods of maintaining and enhancing the final solution.

Conclusion

The key to the success of this project was that Travelsphere staff were involved at all stages from prototype to production system hand over. They now have a better idea of which half of their advertising works.

Azura Associates are committed to help you define, design, build, implement and then benefit from effective business intelligence. Our services include:

- **Business Analysis**
- **Project Management**
- **Systems Analysis and Design**
- **Implementation**
- **Knowledge transfer**
- **Support Services and Outsourcing**
- **Mentoring**
- **User training**
- **Software sales**