



THE CHALLENGES

- Promoting offers 'on-sale' within one hour of receipt
- Ensuring that live offers are 100% accurate
- Maintaining Teletext's service level agreement with their customers

BENEFITS AT A GLANCE

- Average time to release offers 'on sale' reduced to 20 minutes
- More flexibility to increase staffing at times of peak demand
- Extended offer processing service to 4.30am—8.00pm GMT
- Achieved substantial cost reductions as required in a difficult market environment

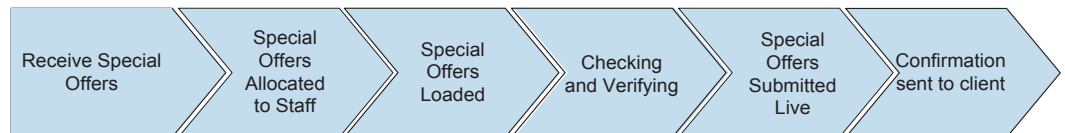
Teletext Holidays provides a market leading TV text service and is a UK household name in the UK. Travel providers advertise their special offer flights and holiday packages via the Teletext Holidays service, available on British television channels.

Travel providers require that Teletext Holidays promote their special offers accurately and quickly, typically within an hour of notification. In summer months the volumes of offers increases, and this volume places pressure on the organization– if the loading and update process was not handled correctly, it could result in a potential loss of business.

Faced with this challenge, Teletext Holidays decided to outsource the loading of special offers to Open Destinations. As a result, they have enjoyed the flexibility to manage the level of resource invested in the operation on a day to day basis. This solution has allowed Teletext Holidays to control costs whilst enhancing the service provided to travel providers.

Solution

Open Destinations designed and monitored the outsourced process in close collaboration with Teletext Holidays. While the solution reduced operating costs it also ensured that Teletext Holidays continued to offer an effective service to travel providers. The key steps in the process are set out below.



Open Destinations handles the loading and updating of many thousands of special offers a month, on a 15 hours a day basis with an average turnaround time of 20 minutes per update. A checking process is undertaken to ensure that loading has been completed correctly and to verify that the offers are valid. Teletext Holidays are then provided with daily, weekly and monthly reports.

Because of the peaks and troughs in the number of offers received, Open Destinations provided flexibility by working in shifts and over weekends, as and when required. The whole process was customized for Teletext Holidays to provide quality, while enabling a rapid turnaround time for special offers received from new and existing travel providers.

"The ability to quickly promote special offers received from travel providers is key to our operation. Initially Open Destinations demonstrated a good grasp of our business and requirements – subsequently they have exceeded our expectations in terms of providing a fast and reliable service. Over the last 6 months we have outsourced increasing amounts of work to them."

Victoria Sanders, Managing Director at Teletext Holidays

For more information see www.traveloutsourcing.co.uk or call 0207 553 9220

