



Destinology is a market leading tour operator in the UK travel industry, selling tailor-made luxury holidays to a wide variety of destinations around the globe. Their portfolio of luxury holidays are marketed to consumers online and backed up by a dedicated team of travel experts providing the very best in personal service. This is supported by an in-house content management system (CMS).

Case Study: Destinology

Like many tour operators in the UK, Destinology deals with the everyday demands of contracting and its associated quality control issues. These include frequent contract amendments, stop sales and special offers that constantly needed to be loaded. This requires flexible staffing over weekends and peak periods, as well as additional resource with staff management and training. *Their ultimate challenge: to find experienced staff at a competitive price.*

“ We see the Business Support department at Open Destinations as an extension of our product team. We value their processes, which are of a high quality and allow us to react quickly to ongoing business demands. ”

~ Liz Hingley, Managing Director, Destinology

DESTINOLOGY
EXPERTS IN LUXURY TRAVEL

The approach: a customised workflow

Destinology engaged with Open Destinations in 2009 to provide a new Business Support solution for contract loading.

Prior to any loading, an in-depth consultation took place, evaluating business systems and processes.

A new procedure manual was created, documenting the process for loading and checking contracts, escalation procedures and reporting structure.

Targets and priorities were agreed.

Destinology wanted an improved quality score of 99% accuracy, as well as loading of contracts, amendments, special offers and stop sales. A priority list was introduced in September 2010 to address the urgent priorities that were arising - ie. special offers to get to market.

This list is still active today on a live site, with each product manager managing their own list which is updated in real time.

A bespoke training plan was developed. New staff were trained over a 3-week period, combining new procedures with the existing CMS training manual. This training allowed adequate time to clear queries with the CMS in a test environment, and trial the new procedure before going live. A workflow was tailored to the specific requirements with a pre-defined, detailed checklist for each activity.

Flexible staffing was introduced. As loading demands increased, the size of team and targets also grew. Open Destinations made ongoing recommendations for staffing resource, based on staff product knowledge.

Destinology receives a daily email with a work update, as well as weekly and monthly

Targets achieved

By predicting trends, Open Destinations ensured that Destinology was prepared to cope with last minute demands and peak booking seasons, by planning staffing levels up to three months in advance. The high level of accuracy eliminated data integrity risk, minimising losses to the company.

Timely reporting

summaries outlining key business challenges and productivity.

Speed to market

Open Destinations provided an experienced team, who was familiar with complex product and able to react quickly to changing priorities. For example, in the month of October, Destinology needed to get special offers for the Caribbean into the marketplace with less than one week's notice. The Open Destinations team loaded 100 special offers in five working days, achieving 99.7% accuracy.

Minimised risk

Open Destinations achieved 99.9% accuracy in 2011 and 99.7% accuracy in 2012.

The outcome: increased efficiency

A cost-effective solution

The new system freed up the time of the Destinology product team, allowing them to take on more critical tasks and support the company's growth strategy.

