



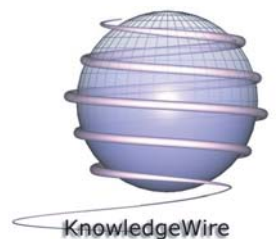
Hidden Croatia

Power of knowledge boosts business performance

A Case Study

Hidden Croatia is an award-winning Specialist Tour Operator providing tailor-made holidays to one of Europe's fastest growing holiday destinations. In addition to traditional holidays, they also have one of the best Adventure programs in Croatia and access to a fleet of 18 quality yachts.

Hidden Croatia is committed to ensuring guests see the best of Croatia by having knowledgeable London based travel advisors and a dedicated Croatian based team.





The Challenge: delivering a personal customer service

Hidden Croatia knew it was time to smarten up its customer management tools and processes. Valuable custom from the website was being lost due to an ineffective follow up process. Mistakes were being made as no single view of the customer's client history existed - which also resulted in missed sales and unnecessary cost.

Travel operators everywhere are under increasing pressure to provide a cost-effective travel offering - so distinctive customer service is clearly a competitive advantage.

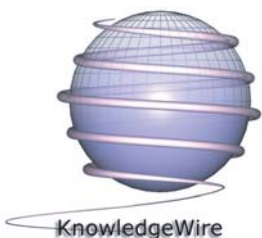
As a specialist travel company Hidden Croatia wanted to be able to provide a personal and seamless service to its customers resulting in improved customer advocacy and an increase in the value of its existing customers. Hidden Croatia also knew that the quality of its advisors determined whether customers came to them or went to the company's competitors.

In common with most travel companies, Hidden Croatia's business was organised by front, mid and back office processes, and there was very little transparency. This not only meant effort was repeated in all these areas, but it also made it difficult to have a single and comprehensive view of the customer.

Hidden Croatia already had a system in place, however, the customer view was limited to simple details and booking history. The key challenge was to extend this to include comprehensive customer contact and transactional history which would ensure that advisors had the relevant information at their fingertips in order to make recommendations to the customer.

Hidden Croatia wanted to promote the company's strong customer service ethic into every interaction with the customer. KnowledgeWire helped Hidden Croatia to do so in terms the boardroom understands - not just customer satisfaction and cost reduction, but the more tangible measures of loyalty, advocacy and increased spend. As Alison Jago, Head of Sales explains: "The system is amazing - customer service quality has rocketed and our advisors have renewed self-worth and are proud of the work they are doing."

TalkSheet's functionality and reporting capabilities absolutely suit our needs. KnowledgeWire has enabled us to make a direct correlation between improved advisor performance and enhanced business results". **Alison Jago - Head of Sales**





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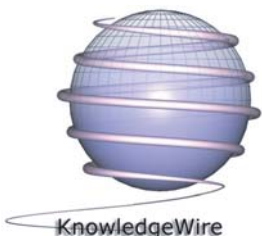
The Solution: TalkSheet optimises customer interactions

TalkSheet was chosen as the system of choice to present a single, comprehensive customer view, and KnowledgeWire took a unique starting point. It began by understanding the way advisors talk to customers - the types of conversations and behaviours that generate the most positive responses for Hidden Croatia. KnowledgeWire then sought to understand existing processes and how advisor performance is judged.

After understanding the company's business objectives, desired customer behaviours and existing customer management processes, it defined the system specification to meet these objectives across all contact channels and went on to customise the solution, TalkSheet effectively providing a valuable business tool to boost advisor productivity and business performance. As Alison Jago, Head of Sales goes on to explain: "Every bit of client information is captured automatically; I can now see exactly what stage each sales staff is at with every enquiry I direct to them via TalkSheet. They use the system to build the quotes both from internal stock, and via Multicom and other external systems. I can tap into each and every staff member's sales pipelines, re-distribute work load if needed so that ultimately I and they are able to get the most from their working day."

"I now have all the business information I need at my fingertips and can create reports on every aspect of the business within a few seconds. Techniques that work can be identified and replicated and any weaknesses addressed. This level of business intelligence helps us deliver excellent service to our customers, which, in turn, generates the right customer behaviours that boost overall business performance for Hidden Croatia".

Anthony Johnson - General Manager





Implementation: delivering returns

There were several phases to the deployment of TalkSheet. Throughout the project, a team worked on-site to develop business specification requirements, consult on project management, prototypes, as well as the testing process.

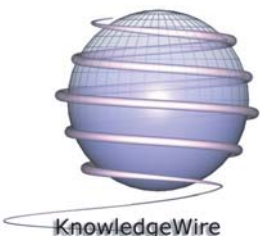
The first phase of implementation immediately allowed advisors to see customer information that had previously been stored in at least three different places to be viewed in one place. This was then linked to transactional systems to give a complete view of the customer. This already went some way to treating customers as individuals that advisors knew. For example, TalkSheet will display customer information, what the customer likes, as well as offers made to the customer and whether or not they have taken up the offer, meaning details do not have to be repeated. This single view also meant that advisors could easily see where information was missing and fill these gaps on their next interaction with the customer. As a result of this, customer data is highly accurate.

Once TalkSheet enhanced the advisors' single view of each customer, the next stage was to effectively utilise this information. By delivering marketing and information gathering into the system in real time, TalkSheet helped Hidden Croatia to improve the value of each customer by maximizing opportunities, at the same time as increasing customer experience because interactions are relevant.

Alison Jago, Head of Sales further explains: "The marketing aspects of TalkSheet are simple to use. I send offers via bulk email whilst personalising the emails to the person it is directed to. I can do this regionally, nationally or by tailoring the emails by keywords. If I want mail drops, I use a similar process, and I know I am directing the offers exactly where I want them to be read. The whole process is short and simple, and tracking the results is simple and of great use for future reference."

"Now when advertising in various papers/magazines or even Google, I can easily see my return on investment as this is tracked and I can analyse my advertising spend against conversion."

Alison Jago - Head of Sales.





Benefits: improved service, improved revenue, 200% ROI

Knowledgewire creates a vital link between customer management and the organisation's overall business performance. Our solution facilitates what really matters - your advisors' ability to influence customer behaviour for the good. As Anthony Johnson, General Manager explains "I now have every bit of business information at my fingertips. I can create reports on every aspect of the business within a few seconds. I can easily identify any weak areas to be addressed and the TalkSheet Executive Summary report allows me to process the most detailed report across all aspects of the business literally within a few seconds. If I want to show the reports graphically, by charts or spreadsheet, it takes me 2 seconds to do so."

Hidden Croatia has seen significant benefits since implementing TalkSheet:

- Sales are up 50% on last year in a difficult trading climate.
- TalkSheet paid for itself within the year
- Hidden Croatia anticipates a greater than 200% return on investment
- The TalkSheet single customer view enables advisors to see entire transaction histories and individual interactions.
- Hidden Croatia has improved customer service whilst increasing revenue through improved marketing and business efficiency
- TalkSheet has delivered a quantifiable and measurable return on Hidden Croatia's investment

Hidden Croatia has further gained flexibility by being able to quickly respond to its customers, thus helping to drive its competitive advantage. Alison Jago, Hidden Croatia's Head of Sales goes on to say "now all is clear for everyone to see, they (advisors) are alerted and reminded of who to call and when by the system, so now we are far more polished in our customer service."

