“With 50 years in the industry, we understand the importance of high quality service, but the difference Act! has made to how we deliver that service has completely changed our performance. It’s quick, slick and cost-effective and has taken our productivity to a whole different level.”

Jamie Boyden
Commercial Director of Rayburn Tours

“They understood how important quality of service was to us and the need to have a system that could be set up seamlessly and without causing glitches to existing customers.”

Better business insights

Two years after adopting Act!, Rayburn Tours have gained a much greater insight into their business, so they can make strategic choices that capitalise on their strengths.

“Act! gives us robust, real-time data we can use in our day to day decision making, track individual products and address any weaknesses,” says Jamie. “So now our management team have a completely different level of insight into the business.”

Efficient and productive sales

With Act!, Rayburn Tours can now organise their contact information much more efficiently, which has had a major impact on the sales team’s effectiveness.
Results

Thanks to Act!, Rayburn Tours have:

- Accumulated 2 years of robust data that enables them to better track their business.
- Seen more enquiries handled by each member of the sales team than ever before.
- Converted more enquiries into sales than they have done previously.
- Arranged more trips with the same sized sales teams, using Act! as a high level tour management system.
- Made significant reductions to their marketing costs, thanks to Act!'s range of intelligent marketing tools.

“We can plan each day much more effectively and manage our workflows better,” says Jamie, “which has meant that productivity has improved and we’re able to handle more enquiries per person without any loss to customer service levels. That’s been transformational.”

And because they know exactly where they are with all enquiries, follow-ups can be made at a time that suits the prospect, something that’s reflected in a higher number of conversions into sales.

Marketing that drives new business

To connect with and convert new clients, Rayburn also use Act!’s emarketing tool to create cost-effective strategies that ensure hot leads are prioritised so they stay ‘on the radar’ for more effective follow up.

“With Act! we can set up dynamic groups of contacts and deliver brochures and other materials to them at exactly the right moment,” says Jamie, “which saves us time and effort, while generating significant cost savings.”

And because Act! makes it easy to design, send and track eye-catching email campaigns, the team can be sure they’re reaching clients with just the right message.

An unexpected benefit

While Rayburn chose Act! as their CRM system, thanks to its flexibility and range of customisable features, they’ve also discovered that it’s very effective as a high level operations management system.

“With Act! our tour coordinators and consultants have all the information they need about every tour. That means they’re far better equipped to logistically manage every one, so they can now handle more tours per person.”

With Act! providing the backbone for their business, Rayburn Tours are now helping over 17,000 travellers every year to get the best out of their educational travel … now that’s a passport to success.

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