


Act! - just the ticket for leading travel firm



act!™



Group tour specialists Rayburn Tours have made their name by taking the pain out of travel planning for schools, clubs and societies. But to help them take their own business to the next level, they needed to bring a new dimension to their enquiries and booking system, and for that they turned to Act!.

rayburntours

“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

For nearly fifty years, Rayburn Tours have organized travel arrangements for countless schools and adult groups, with an attention to detail that’s seen their clients come back to them **year after year**. Making sure all back office systems deliver to the highest of standards is an essential part of that process.

With an average customer rating of **4.7 out of 5**, Rayburn’s always delivered when it’s come to customer service, but, “our IT systems were somewhat behind where they needed to be,” says Jamie Boyden, the company’s Commercial Director, and when it came to upgrading, “CRM was the obvious place to start.”

So the hunt began to identify a suitable system that would allow Rayburn to **track and share key customer information more effectively** so they could stay on top, not just of their current bookings, but also handle far more.

A winning partnership

When the project was put out to tender, it quickly became clear that for many potential suppliers, Act! was the preferred software option – well-thought of for its functionality, and seen as a tried and tested product.

After considering a number of suppliers, Rayburn Tours finally chose Bluebird CRM, one of Swiftpage’s Platinum business partners, to install and manage the system.

“Right from the start, working with Bluebird felt comfortable,” says Jamie. “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.”

Having fulfilled their promise of a smooth set-up, Bluebird CRM continued to impress by providing access to a senior manager and then the on-going support needed to customize Act! to Rayburn’s specific business needs.

Better business insights

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

“Act! gives us robust, real-time data we can use in our day-to-day decision making, giving us the ability to track individual products and address any weaknesses,”

says Jamie. “So now our management team has a completely different level of insight into the business.”

Efficient and productive sales

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

“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 inquiries per person without any loss to customer service levels. That’s been transformational.”

And because they know exactly where they are with all inquiries, 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 prioritized 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 customizable 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 is now helping **over 17,000 travelers every year** to get the best out of their educational travel... now that's a passport to success.



Results

Thanks to Act!, Rayburn Tours have:

- Accumulated 2 years of robust data that enables them to better track their business.
- Seen more inquiries handled by each member of the sales team than ever before.
- Converted more inquiries 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.

Contact

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