



AT A GLANCE

Client

TUI Netherlands is the largest travel agency in the country with 1.2 million customers and manages several brands.

Challenge

To personalize customer communications, enhance the distinctiveness of all TUI brands, and streamline travel document production.

Solution

StreamServe EDP automates the entire document management process and retrieves data from internal and external systems, providing more personalized online content.

Results

TUI's competitiveness was enhanced because it adopted a more customercentric communication approach. Production time for a travel document was cut to a maximum of one working day, and TUI now saves more than 50 percent on paper costs.

StreamServe ensures that travel documents don't trip up TUI Netherlands

Travel agencies worldwide face increased competition, mostly due to the Internet. A travel agency's branding is a critical success factor. With 1.2 million customers and 2,500 employees, TUI Netherlands is the largest travel agency in the Netherlands. The company offers several brands, including Arke, Holland International, KRAS SterVakanties, and ROBINSON.

To meet and beat the competition, TUI made a strategic decision to develop and implement customer-centric communication processes. TUI wanted to improve the presentation and content of travel documents and to personalize the experience, whether it was on the Web, via email, snail mail, fax or SMS. In addition, production times had to become shorter and more reliable.

Although TUI already offered travel documents (as a set) for all its brands, the travel documents were loose-leafed, single-sided, impersonal documents printed on a matrix printer and sorted by hand. During peak periods, processing took too long, which jeopardized the timely delivery of the documents.

There was also a wealth of customer and travel information available spread throughout various information systems. The architectural layer that covered these systems and ensured the exchange of data was a tailored solution. Linking systems was very time-consuming. And TUI realized that the solution relied too heavily on individual, external expertise. To improve the situation, TUI first decided to integrate several applications using an enterprise service bus (a standard for integrating enterprise applications in an implementation-independent way).

EDP comes to the fore

TUI identified the need for an Enterprise Document Presentment (EDP) system that could provide cutting-edge technology. The solution had to meet several requirements. It must be: Flexible and easy to use, able to collect data from several systems, manage specific travel document formats, and print documents according to a variety of requirements. In addition, bar codes (invisible to recipients) had to be added to documents to direct the automated packaging line.

After intensive procurement, TUI selected the StreamServe Enterprise Document Presentment™. And after just three months of implementation, the solution was put into production. TUI now benefits from using StreamServe in a variety of ways. StreamServe EDP automates travel document production, cutting production to a maximum of one working day. Links between various information systems



StreamServe EDP automates the document process which means that we require fewer permanent and temporary employees and save 50 percent on paper costs.”

Maarten Groot Wassink,
ICT application developer
TUI

help tailor information for individual customers. Bar codes on travel documents are based on customer data, so the packaging line can add suitable marketing brochures. And a unique track-and-trace function enables TUI to locate travel documents via the Internet.

Arke's new Web site benefits from the StreamServe solution that gives visitors personalized content which originates from various internal and external systems and is based on customer data from the new customer relation management (CRM) system. Various systems are also enriched with new data from the Web site via StreamServe, and users can also keep track of customers' travel behaviors.

Improving the customer experience

“All our systems exchange data via StreamServe, including data that flow to and from our Web site,” said Damiejel Hering, an ICT application developer at TUI. “The result is a personalized display of content on www.arke.nl, which means that the customer experience improves enormously while booking trips.”

StreamServe will become the ICT heart of TUI. Eventually, all applications will exchange data via StreamServe; from Web sites, back office systems, e-mail, SMS, or PDAs. Going forward, TUI expects to use StreamServe for all electronic, document-related processes.

“Many new options are within reach with StreamServe,” said Maarten Groot Wassink, ICT application developer. “We can prepare and send e-mails automatically, which are aligned with our branding and house style, and we can send automatic SMS messages to confirm a trip or to warn about flight delays. This is a great example of services that travelers really appreciate.”



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