

# Key Travel



## The opportunity

Key Travel is a highly respected provider of travel services to the humanitarian, faith and educational sectors and a prolific booker of international rail as an alternative to air travel. Historically they relied heavily on cumbersome legacy systems and practices to make international rail bookings. As a consequence, the process and experience for consultants and customers was often complicated, fragmented, frustrating and slow. Information had to be cross-checked on multiple systems and transferred between them manually using cut and paste.

They urgently needed an easy-to-use rail booking system that was not dependent on specialist skills. A simpler process that would raise productivity, increase flexibility and cut costs.



## The solution

**Amadeus Rail Display** transforms the way international rail is booked. It features ease-of-use and customer service levels that match modern air booking tools. Real-time fares, schedules and availability for multiple railways are all available through this one tool with trip comparisons made easily on a single screen. The graphical user interface is easy to learn and a dream to use.

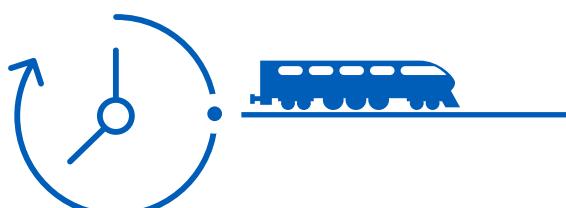
Since implementation the results have seen booking times cut by 50%. User training now takes a matter of hours and clever new features have allowed them to delight customers through improved response times and higher levels of choice and personalisation.

*"I would definitely recommend Rail Display. It's the simplicity of it: very easy to use, genuinely intuitive and quick to pick-up. You can be creating international rail bookings straight way. This is a very good tool."*

John Barrow, Manager of Rail Booking, Key Travel

*"The trip comparison is a really clever piece of kit – compare four trips, quickly prepare a quote then send it as a PDF with your own comments added – so fast, and a more bespoke service for customers."*

Angela Isherwood, Senior Product Manager, Key Travel



Rail booking times  
reduced by a half

## True Stories of Transformation

# Revolutionising rail booking at Key Travel

Don't miss out on expanding your portfolio to take advantage of the opportunities to sell and provide a slick, customer-friendly international rail booking service. See how easy it was for Key Travel to make rail bookings accessible to all travel consultants and reduce their booking times by a half.

Transform your technology today [info@uk.amadeus.com](mailto:info@uk.amadeus.com)