

# Sunvil Travel



## The opportunity

Sunvil are a multi-brand worldwide tour operator and travel agent famous for their tailor-made holidays to the Greek Islands. A long-time Amadeus customer, they were keen to find ways of using technology to delight their customers while cutting down on time consuming admin work. They wanted an intuitive booking tool with user-friendly features that new users could get to grips with straight away, not having to memorise pages of complex commands.



## The solution

The new **Amadeus Selling Platform Connect** gave them a tool that is more adept at meeting the needs of today's empowered consumers. It delivers a much improved ancillary services offering that meant they could easily pre-book seats, navigate fare families with their varying degrees of bundled benefits, add-on luggage and give their customers a much more personalised booking experience.

As some of their staff work from home, a fully cloud based reservations and customer service platform is perfect for flexible working and making last minute changes to bookings outside of normal working hours.

Ideal for both new starters and long-time users of Global Distribution Systems (GDS), the point-and-click, menu-driven graphical screens with rich media content for hotel and car bookings means their employees just starting out in the industry can begin selling immediately. It automatically recognises city names typed in full so they don't have to memorise hundreds of different three letter airport codes. And the Cryptic Magic feature translates cryptic commands in the graphic screen, supporting a library of Amadeus, Sabre and Travelport entries. The graphical mode has also cut down the time spent issuing, reissuing and refunding tickets so travel consultants are able to forget about time-consuming administrative tasks and concentrate on making customers happy.

*"Contrary to what you might imagine for what can only be described as a mission critical systems changeover, the move to Selling Platform Connect had no negative impact on our business. The whole migration (for 50+ users) took around 3 weeks from start to finish including installation, training and floor walking. It was a very smooth transition from one platform to the other."*

Sameena Burles, Operations Manager, Sunvil Travel



89%

89% of customers surveyed would recommend an Amadeus migration to a friend or colleague

True Stories  
of Transformation

## Is your front office holding you back?

Technology has radically changed the way we work today. In an age of increasing personalisation, Sunvil Travel are using their IT to make a much deeper connection with their customers.