

Streamlining business operations: How Gebeco achieved lean and cost-effective processes with Amadeus Robotics





Gebeco

Based in Kiel, Gebeco is a **German high-end group tour operator** with more than 40 years of experience in designing group trips that inspire.

Being part of TUI Group since 2000, **a major part of Gebeco's business is B2B selling through the TUI distribution network in Germany.** But in the last five years, **Gebeco has also been continuously expanding its B2C selling channel through its own website.**

As one of the leading organizers of study and adventure trips, Gebeco offers its guests round trips which allow people, culture, and nature of the host country to be experienced all over the world.

Gebeco is also committed to a high level of service to travelers - that's why they offer a wide range of travel services for each trip such as highly qualified tour guides, suitable travel literature around the destination, Visa service, and travel insurance.

The challenges

Reducing staff workload for PNR quality and optimization activities.

Gebeco specializes in designing and selling elaborate travel group travel itineraries, which involves managing complex flight arrangements. Despite their travelers typically book up to 18 months in advance, **Gebeco's commitment is to guarantee a fixed price for the entire package under certain flight fare conditions.** Over the years, Gebeco has reduced their flight allotment share, with over 80% of their flight bookings now being single seats.

In this context, **their main challenge was managing the highly complex and repetitive manual workload related to airfare and PNR optimization.** Gebeco had around 40 experienced employees mostly dedicated to manual flight booking management - searching for fares that meet the committed booking conditions and that leave Gebeco the most profitable yield before documents issuance.

Daily manual fare checks were just a part of the extensive administrative burden. **PNR quality checks after optimization was another labor-intensive task, diverting their experienced teams from sales and customer service.**

Achieving lean and cost-effective processes to manage flight disruption.

A significant time-consuming task for Gebeco's staff was managing flight disruptions. Airlines send a substantial amount of flight information daily, which their teams needed to read, prioritize, and process.

Besides handling these messages and schedule changes, **client notifications were another important challenge for Gebeco.** Considering the typical long advanced booking period and Gebeco's strong focus on customer satisfaction, agents had to put high efforts into filtering airline messages to ensure travelers received only relevant flight notifications.

Gebeco sells very complex travel itineraries which require an intensive sales process. **Having their staff stuck with technical booking activities was not an option for their business anymore if they wanted to maintain a high level of personal service.** The constant influx of flight messages was disrupting the sales process and making it nearly impossible to maintain the high-quality traveler service they aimed to provide.



The solutions

Amadeus Fare Optimizer

Gebeco decided to invest in robotic technology to enhance their back-end operations. Their goal was to free agents from manual processes, allowing them to focus on sales and providing a high-quality service to travelers.

Amadeus Fare Optimizer, with its ability to check fares multiple times a day, proved to be the ideal solution for streamlining airfare optimization tasks post-booking. Delegating these tasks to the robot has afforded Gebeco's agents more time to concentrate on selling and serving travelers.

Amadeus Auto-Schedule Change

Amadeus Auto-Schedule Change allows Gebeco to set custom rules to classify schedule changes as minor or major, and it automatically sorts PNRs based on these criteria.

Now, agents focus only on major schedule changes and customer communication, while Auto-Schedule Change handles the rest. This robotic solution has been instrumental in freeing Gebeco's operations team from technical, low-skilled booking activities.

Amadeus Quality Control module

The Quality Control module of Auto-Schedule Change now handles PNR quality checks post-optimization, ensuring that reservations remain valid and compliant with airline rules after rebooking. This aspect is crucial to Gebeco's airfare optimization process.

Previously, manual PNR quality checks were draining agents' productivity. By automating this process, Gebeco has eliminated errors, thereby enhancing customer satisfaction and safeguarding their bottom line from airline penalties.

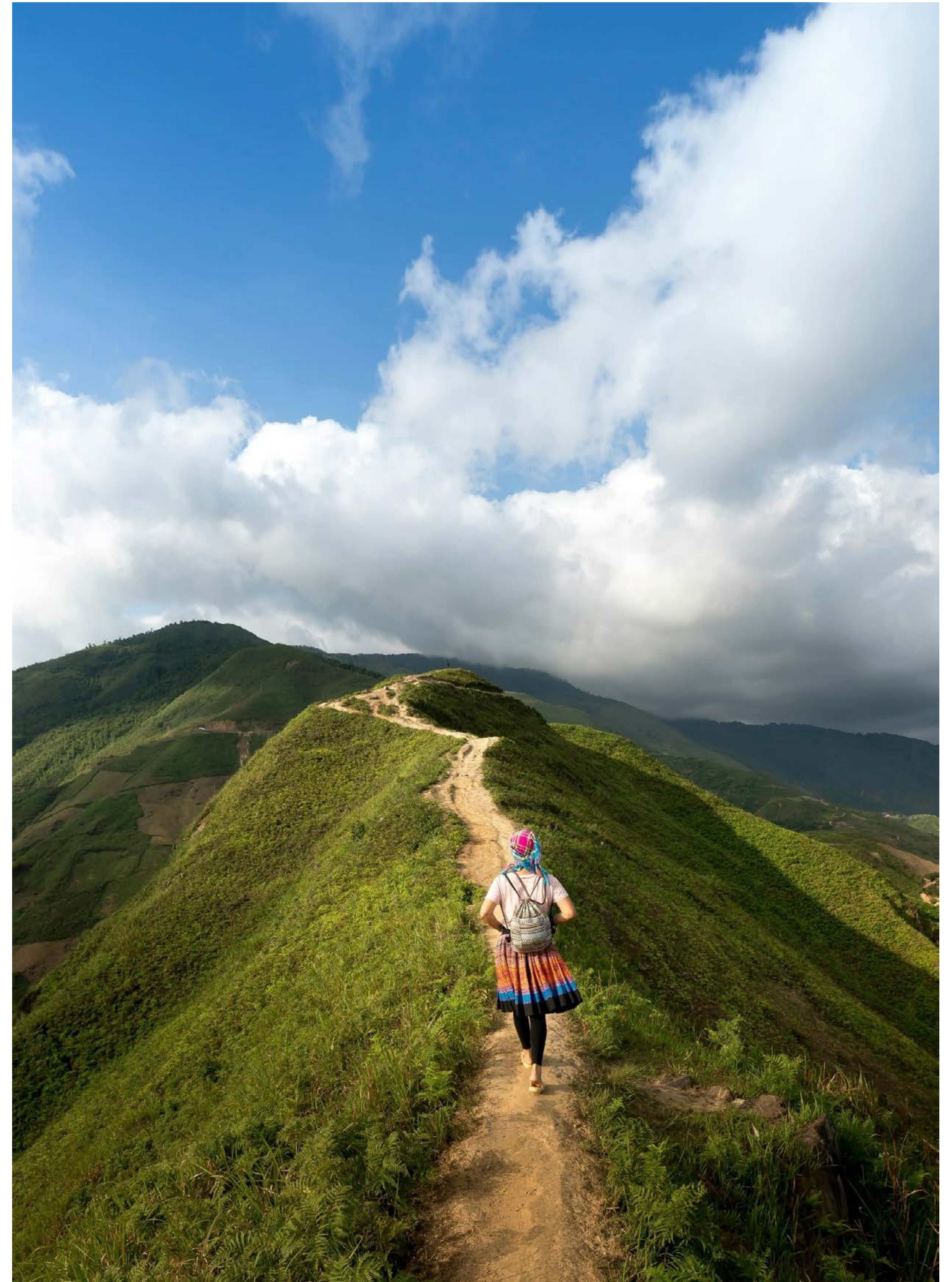


The result

Gebeco has managed to move 40% of its operations staff to the sales department since implementing Amadeus Robotics.

Previously, many staff members were bogged down by time-consuming manual processes, leading to decreased efficiency on the front line. **The economic impact of this transition has been significantly positive, resulting in increased and faster sales.**

As the flight market grows increasingly complex and the manual workload expands exponentially, **leveraging automation has been crucial for Gebeco in enabling staff to focus on core activities.**



“If you take your bottom-line and your customers seriously, you need some sort of robotics solutions to take care of your back-end activities.”



Michael Drengenberg
Director of Operations and Transportation
Gebeco.



aMaDEUS



Gebeco
Reisen, die begeistern.