

**TRAILFINDERS**  
THE TRAVEL EXPERTS



CASE STUDY

# TRAILFINDERS

Driving long-term transformation and customer satisfaction through strategic collaboration with Britannic.



Experts in tailor making travel itineraries worldwide, Trailfinders offers unbeatable value and exceptional service, with 47 travel centres located throughout the UK and Ireland, staffed by the most experienced travel consultants in the industry who are on hand 7 days a week. With a worldwide reputation, Trailfinders has the widest range of flights, tours, hotels, cruises, car & motorhome hire across the globe. Trailfinders is multi award winning, have over 1,100 employees, and have made travel arrangements for over 16 million clients.

## Stronger, Together

Trailfinders has been a long-term customer of Britannic since 1987. Together, they work in partnership to establish and achieve objectives and a success criteria. They constantly strive to improve the customer experience and streamline operational processes to deliver a first-class service. Always looking at new innovative solutions, enabling Trailfinders to remain a market leader.



## Discovering Why

Britannic works closely with customers to understand their business, discover their challenges, and identify goals. Trailfinders continuously look to improve the customer experience by putting themselves in their customers' shoes. Understanding what they want for a seamless journey from enquiring to ordering, fulfilment, unforeseen issues, and returns.

Ross Simpson, COO of Trailfinders, comments, *"Our partnership with Britannic has always been robust. They are a strategic partner, helping us identify and solve problems with innovative solutions to help drive our business forward and deliver our mission statement"*.

Britannic worked across various departments, to better understand some of the challenges facing staff and customers in the ever-changing travel landscape. Engaging with frontline staff through workshops and learning the culture of the business, Britannic saw first-hand, where potential opportunities for improvement existed.

Through Britannic's AI solution, valuable insights were gained and areas of focus quickly narrowed down, having been able to spot trends and patterns previously hidden. This provided the opportunity to make data driven decisions and take tangible actions to improve process and service.

*"Britannic helped us to quickly narrow down clear areas of focus which allowed us to set goals and success criteria, driving us to push ideas and solutions forward knowing that we were targeting the areas with the highest value returns. TF bring the why and Britannic bring the 'how', thanks to their innovative and considered approach to technology and how that is deployed and used within each business they engage with. It is that which we value the most as each business is different."* states Simpson.



## Clarity In A Noisy Market

The technology market can be complex to navigate, deciding what technology you need and which vendor to buy it from can be confusing and challenging. Britannic helped Trailfinders in a procurement process where they set up a structured pitch and review with several vendors to assist in selecting the correct one for them.

## From Start To Finish

A true technology partner will be with you from the start to the end of the project and beyond. A digital transformation journey is ongoing and evolutionary, so it's crucial to have a partner there for you every step of the way.



**Unlike other partners, Britannic's senior management is actively involved and stays involved, providing continuous support and expertise. The level of investment they give us in terms of their time and dedication is outstanding and a testament to their commitment.**

**The difference with Britannic from other partners we have worked with previously is that they are truly in it for the long run. They take time coaching us how to utilise and drive their products, so we understand their full potential and how they integrate and help shape our business for the better.**

**Ross Simpson,**  
Trailfinders

## Agents Of Change

Like technology, Britannic never stands still and consistently delivers the latest disruptive technologies to customers. With over 40 years of experience in telecoms and customer experience, customers can trust their expertise and experience working with world-leading vendors to give customers access to the first-class innovative technology suitable for their requirements.

*"I enjoy working with the Britannic team because they are innovative, passionate and transparent. I have always been enthusiastic about how technology can drive transformation but accept that it's a leap of faith. This is why self-belief is vital for success – do your homework, believe in yourself, your team, and own your tech project. By being accountable and facing the fear, your team will execute the implementation and have the confidence to optimise it, making it successful. Britannic's role in offering both solutions and support has ensured that we go into projects well prepared and confident of success, proved out by the long history that our companies share and the innovative solutions we have put in place over the years. This plays a vital role in ensuring that TF remain the market leader in terms of service and stay ahead in the constantly changing travel landscape."*

## The Art Of The Possible

Britannic focuses on laying a strong foundation before building a digital transformation strategy. Technology is the heart of any business and vital to growth, but it needs to be implemented strategically with measurable objectives to be successful. It also must be intuitive, and users need to be trained on it; otherwise, it won't be used.



Simpson states, “*Britannic is consistent and reliable at onboarding, training users on new solutions, and assisting with change management. Once the solution is deployed, they go beyond optimising it for gains and envisioning the next leap to achieve more than they originally set out to.*

*They differentiate themselves by their 40 years of knowledge and experience. Taking a deep dive into our business enables them to understand the subtle nuances between technologies and how they are integrated.*

*Their guidance in understanding the art of the possible is invaluable. Good technology is useless if you don’t know how and where to apply it, and Britannic excels in providing that strategic insight. Their ongoing support ensures that any technical solution is rooted in delivering the business benefits and outcomes that make a measurable difference.”*

## An Evolutionary Journey

A digital transformation journey is a continuous process of measuring what works and what doesn’t and having the agility and flexibility to adapt when required. This may be due to market changes or customers’ requirements. By constantly studying your customers’ journey and improving and streamlining processes, you will stay ahead of the competition.

*“Too many companies are rushing out to implement new technology, and the vendors or resellers depart once it is deployed. Real success comes with taking the time to determine why you need it, what objectives you want to set, understanding how to optimise it and how you will measure ongoing success. You need a trustworthy and loyal partner beyond the implementation to work closely with, in order to fully realise the potential from these solutions. That is the key role Britannic play for us, and we look forward to continuing our long and successful partnership with them.”*



# Talk to the solutions people.

**We know a thing or two about solving business problems.**

Since 1984, we've been matching business problems with the right technology solutions. Creating opportunities for growth, adding value and helping businesses disrupt their market.

**BOOK A DEMO WITH A MEMBER OF OUR TEAM TODAY!**