



Caltech and Microsoft Dynamics CRM Help Hays Travels Communication and Information Flow

Client :	Hays Travel
Vertical Market :	Leisure Holidays
Requirement :	To move away from spreadsheets and manually updated databases
Solution:	Microsoft Dynamics 4.0 CRM

Benefits to Hays Travel of Microsoft CRM delivered by Caltech :

- Ability to log and track calls from their customer base
- Consolidation of all customer base contact information
- Linking of emails and documents
- Improved communications and distribution of information throughout their base
- Improved reporting and Management Information
- A robust and familiar application

“Hays have benefited from improved efficiency, communication and quality” Carole Hodgson, Hays Travel

Hays Travel are the UK’s largest independently owned travel agent specialising in providing good value, quality holidays, together with great customer service. Established in 1980 by John Hays, Hays Travel’s head office is in Sunderland with 35 branches across the North East and 155 “independent” businesses working alongside it across the UK.

The business had approximately 40 spreadsheets which was not only time consuming to update but also difficult to manage and track. Information from these was difficult to share and sometimes individuals would make their own copies which made information hard to track and determine which was the most up to date. The office was also becoming very paper reliant which was time consuming to file and there were also storage issues.



System Choice

Hays had invested in Microsoft Licenses and found out more about Microsoft Dynamics CRM. Impressed with the functionality and ease of usability that Dynamics CRM offered, Hays attended a Caltech event where they saw several demonstrations. Hodgson explained,

“The demonstration was very powerful and we were excited about what this solution could do for Hays Travel.”

During an initial meeting with Caltech CRM, Caltech discussed how a CRM system could work for them, grow with them as a business and be built to be very bespoke and tailored to their needs.

Microsoft Dynamics 4.0 was chosen as the most appropriate solution that would work best for Hays Travels requirements for a variety of reasons. It enables a strong focus on customer relationships and gives excellent management oversight, as well as giving staff an easy to use solution that would keep everyone fully updated at all times no matter where they are, with usability that was familiar to them in Outlook.

Hodgson explains,

“Caltech were clearly expert in CRM solutions. They set out a project plan and gained a really good understanding of the processes.”

Implementation of the System

Hodgson continues,

“It was a smooth migration to MS CRM, and we chose to enter all data manually as part of staff training and the start of our culture change away from spreadsheets.”

Steve Jones CRM Consultant for Caltech states “Caltech worked closely with Hays to ensure that when Hays staff began using the system they would instantly feel at home.”



Increased Efficiency

Hodgson says,

“Hays are using MS CRM to effectively track leads and task area managers to follow up efficiently. We can clearly see how many leads we had this week, this month and more, and are able to track them through the sales process.

The transparency of information solved our communication issues, CRM holds valuable, instant, quality information.”

Future

Hodgson concludes,

“We are looking forward to maximizing our use of MS CRM. The next step is to roll out to Homeworkers and our Foreign Exchange teams. Our Managing Director, John Hays, is impressed with the benefits of CRM, such as efficiency of the business and staff productivity.

Caltech have taken the time to understand our business and design processes to fit Hays. It is because of this I am confident that MS CRM is the platform that will enable our business to be far more efficient moving forward. I am excited to start developing the solution more with Caltech.”

The Wider Benefits

The Caltech implemented solution brought a number of significant benefits to Hays Travel:

Improving their internal business processes
Increasing efficiency of customer facing staff
Continuing to provide excellent Customer Service

Get in Touch

To see how you can benefit from a Caltech solution, please contact us on
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About Caltech

Experts in the application of CRM (Customer Relationship Management); highly skilled in the software we implement, Caltech work hard with clients to understand their business requirements and deliver to their needs.

Established in 1999 and based in Yorkshire, Caltech are specialists in CRM and we are totally focused on our customers. We have consistently, and successfully, implemented CRM solutions from small 2 – 3 person companies, to some of the largest organisations in the FTSE 100.