

PRESS RELEASE

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Travel Counsellors introduces ground breaking agent Contact Centre

Travel Counsellors has introduced a new customer Contact Centre that will allow each of its travel consultants to take control, manage and market to their personal customer databases much more effectively.

The new system allows each Counsellor to pull up details of a customer's current and previous bookings at a click of a button and create email, postal and telephone mailing lists which can be stored for future use. Travel Counsellors has also integrated its online diary technology into the Contact Centre.

Each day its consultants receive an automated email telling them of customers they need to contact that day. The diary uses a sophisticated program which picks up data from each customer's booking and turns this into reminders for the consultants to follow up. What makes the online diary even more useful is that agents can also use the diary to programme in their own 'to do' tasks in advance.

The new system has now been introduced to the majority (84%) of the company's Counsellors including its 15 Counsellors in Southern Ireland and its 8 Counsellors in the Netherlands. Travel Counsellors has trained its agents remotely in their own home using live meeting software. Up to 60 Counsellors can be trained in the system at one time, with training lasting for an hour. The software allows the company's marketing manager Caroline Law to guide agents through the system, and also ask and answer questions to make sure everyone understands how to use the system to best effect.

The second phase of the Contact Centre's introduction will mean that when a customer phones a consultant's individual 0845 number that if they have booked before their details including descriptions of previous bookings they may have made will automatically appear on screen.

Gold Travel Counsellor Steve Norris, based in St Albans, is already using the new system. Says Steve: "I have already found the Contact Centre extremely valuable and easy to use. If you enter a customer's name you can see details of all their previous bookings at a glance. It also stores information such as their age, passport numbers, dietary requirements, where they like to sit on the plane or any other notes you may have made so you don't need to ask it from them again. Working for Travel Counsellors is all about giving the best possible personal service to your clients and the Contact Centre definitely helps me to do that."

Travel Counsellors is known for the innovative way it uses technology to help its consultants give an even better service to their clients and was the winner of the Technology in Business category of the prestigious CBI Growing Business Awards in December.

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EDITOR'S NOTES: Travel Counsellors PLC is one of the UK's largest independent travel agencies with turnover at the end of its last financial year (Oct 31 2005) of £150 million, a 17% increase year on year. Founded by chairman David Speakman in 1994 it currently has over 560 travel consultants nationwide who work from home with the support of over 110 staff at the company's head office in Bolton, Greater Manchester. During 2005 it also expanded into Southern Ireland, where it now has 15 consultants and the Netherlands, where it has six consultants to date. Travel Counsellors prides itself on the exceptional levels of personal service it offers its clients, a fact that was recognised in 2003 when it received the prestigious Queen's Award for Enterprise. Travel Counsellors places all customer money in a Trust account, administered by the Barclays Bank Trust Company, which guarantees a 100% refund in the event that a supplier collapses.