

<b>Client</b>	<b>Ferris Coach Holidays</b>
<b>Sector</b>	Travel
<b>Solution</b>	Tailored database system and e-commerce site
<b>Key Benefits</b>	Increased sales opportunities and streamlined back-office processes

Unable to find a suitable software package, Ferris Coach Holidays decided to work with Logic Software to develop a complete front and back office solution to contribute towards an increase in sales.

Ferris Coach Holidays has been a successful, family-run business for many years, a position it has maintained through targeted marketing and giving its customers what they want.

With revenues from traditional marketing media slowly declining and its customers becoming more sophisticated in their buying habits, Ferris Coach Holidays decided to offer its holiday packages online and upgrade its back office systems to cope with the increasing number of customers that it sells to each year.

After evaluating off-the-shelf systems designed for coach operators, Ferris decided to work with Logic Software, who tailored an existing travel database system (Hermes for Travel) and created some new modules specific to Ferris. Logic Software undertook a period of consultation at the start of the project, to fully understand the requirements, before delivering the solution.

The key benefit to Ferris of this approach was that it was able to use IT in a supporting role and build the system around its already successful business, rather than being hindered by an off-the-shelf package. The new Hermes-based data management system and data warehouse has generated efficiencies in the back office, whilst the public web site now allows customers a choice of sales channels, more information and a greater selection of destinations.

In addition to its traditional offering of coach holidays, Ferris Holidays also now offers accommodation-only breaks and cruises, which are available through its new Hermes-powered web site.

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