



Significant improvement
in our enquiry to
booking conversion.

Alex Dixon
Business Solutions Director,
World Travel Holdings

The Client

World Travel Holdings is one of the UK's largest and fastest-growing specialist cruise distributors. It offers everything from Mediterranean fly-cruise holidays to South American land tours combined with cruises. Great service is at the heart of the business, and its award-winning "Cruise Concierge" approach keeps customers coming back. Delivering this high level of service consistently across three brands depends on having the right technology in place.

→ Cruise specialists

A diverse portfolio across three brands, from a simple fly-cruise to fully immersive multi-centre tours.

→ Cruise Concierge

A one-to-one, personalised service concept that has earned multiple customer service awards.

→ Exceptional as standard

A customer centric ethic built into the heart of the business from day one, shared with its US parent.

Improving enquiry conversion across three cruise brands

How World Travel Holdings found a travel-native CRM, and a partner built to evolve with them

As the business set its sights on its next phase of growth, it recognised that its existing all-in-one system had become a weak link in its foundations, and a barrier to where it wanted to go.

Rather than choosing an off-the-shelf CRM, World Travel Holdings looked for a partner that genuinely understood the travel industry and how cruises are sold. They chose **our travel CRM**. Just over a year later, the business has improved enquiry conversion, transformed the customer quoting experience, and built a partnership that continues to evolve the platform to meet its changing needs.

→ Powered brands

Cruise118.com **SIXSTARCRUISES** **RiverVoyages.com**



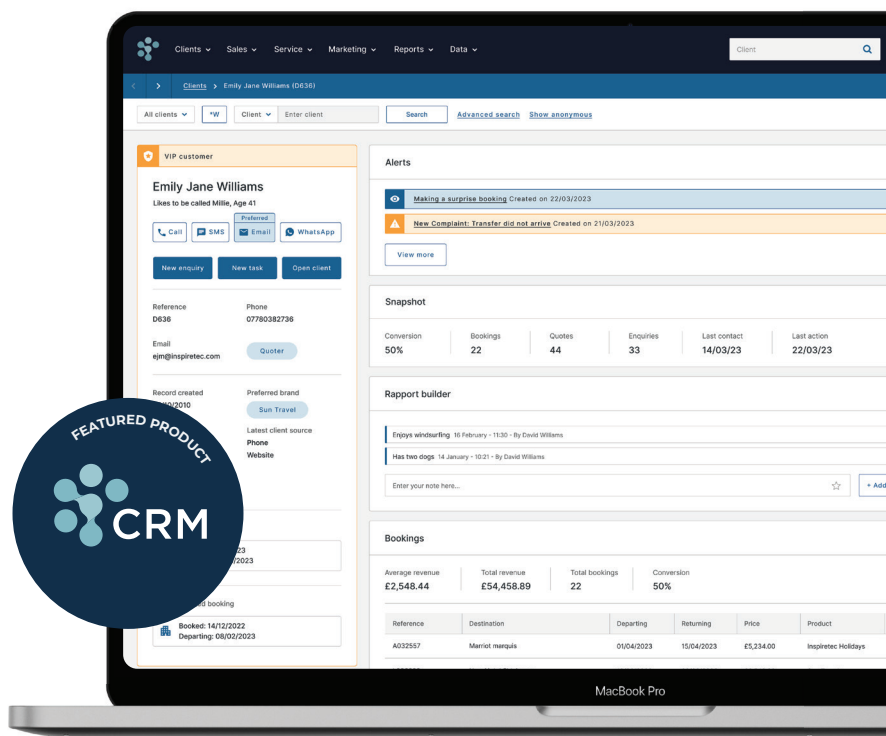
The Challenge

World Travel Holdings was running on an all-in-one system that had become a constraint rather than an enabler. The business wanted to understand its customers better, personalise the service its sales and service teams deliver, and, above all, handle enquiries more effectively to maximise conversion. That meant moving on from a single all-in-one platform to a partner who genuinely understood how cruise is researched, quoted and booked.

Our Solution

World Travel Holdings selected Inspiretec to help them move to a dedicated, best-of-breed solution. Our travel CRM works alongside search-and-book and reservations. We understood travel, integrated with their existing systems and brought strong enquiry and task management across the brands so the wider technology works together rather than in silos.

- Partnering with a provider that genuinely understands travel.
- Integrating seamlessly with key business systems.
- Supporting a true multi-brand business.



Business Impact



In a world that's changing so quickly, Inspiretec recognise that technology and business needs are changing too, and they're helping us adapt and make sure we're positioned well for the future.

Alex Dixon
Business Solutions Director,
World Travel Holdings

01

Stronger enquiry conversion

A marked improvement in enquiry conversion, driven in large part by the travel CRM's enquiry management functionality.

02

Quotes that bring the holiday to life

A routine quote becomes something that makes a customer want to go on that holiday, landing as a task in CRM to prompt timely follow-ups.

03

A connected, multi-brand platform

Integrated with search-and-book and reservations, giving each brand a joined-up view of the customer.

04

A collaborative partnership

We listened and worked side by side, even helping introduce a new partner now lifting contact-centre service quality.

Ready to transform your enquiry-to booking conversion?

Find out how our travel CRM can connect your systems, improve customer understanding, and support your business growth.

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