inspiretec
Inspired technology for travel and leisure

Turquoise
The Turquoise Holiday Company

Customer Success



> We're running at over 45% repeat business now.
>
> **James Bell**
> Managing Director and Co-founder,
> The Turquoise Holiday Company

The Client

Founded in 2002, The Turquoise Holiday Company is a luxury boutique tour operator selling direct to consumers. Small in size but big on service, it offers a product that is genuinely unique in the marketplace and takes great pride in the advice and care it gives every client. Delivering that level of personal service, time and time again, depends on knowing each client inside out.

- **Luxury, boutique, direct**
  Nearly 25 years of selling distinctive, tailor-made luxury holidays directly to consumers.
- **Trips that matter**
  Honeymoons, family holidays and once-in-a-lifetime journeys, each planned with real care.
- **Personal by design**
  A very personalised service, where every enquiry gets that extra touch of magic.

Growing repeat business for a luxury boutique tour operator

How Turquoise uses Reservations and CRM to know every client, and keep them coming back

For a luxury boutique tour operator, every client relationship counts. The Turquoise Holiday Company already enjoyed a strong level of repeat business, but it wanted to look after its clients even better, and turn more first-time travellers into loyal customers.

Having worked with Inspiretec since the business began, Turquoise has long used our **Reservations** platform, and recently deployed our **CRM** to help its team build the complete client picture it needs to deliver a truly personal service. Within the last year, repeat business has grown by nearly 8% to **more than 45%**, and Turquoise has also seen its enquiry to booking conversion steadily improve.

"They're travel people, they understand travel, they understand technology obviously, but much more important to us, they understand our industry and how we work."

James Bell
Managing Director and Co-founder,
The Turquoise Holiday Company

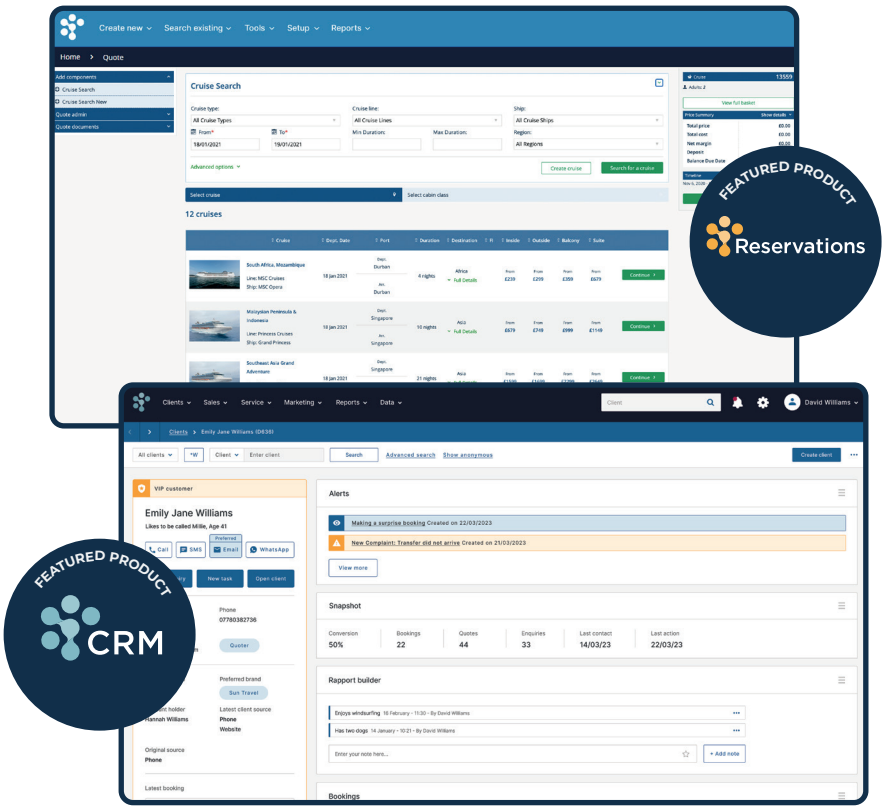
The Challenge

Turquoise had always enjoyed a good level of repeat business but knew it could do more. The team wanted to manage and look after their clients even better: knowing when they were travelling, what they had booked and how much they had spent, and setting reminders so no opportunity slipped through. With such a personal, high-touch product, they needed technology that would help them make every enquiry count and get a better return from every client relationship.

Our Solution

Turquoise has run on our **Reservations** platform since day one. Building on that foundation, we worked side by side with the team to implement **our travel CRM** around their needs. It brings a full view of every client together with smarter enquiry management and distribution, so the team can recognise returning clients and serve them in exactly the right way.

- **A Reservations platform that has supported the business from the start.**
- **A travel CRM carefully configured around how Turquoise works.**
- **A complete picture of every client, their travel and their spend.**



Business Impact

> **As a boutique tour operator with unique and very special product requirements, and a company that really wants to put magic, fairy dust, on every single enquiry, we need a system that works for us.**

James Bell
Managing Director and Co-founder,
The Turquoise Holiday Company

01

Repeat business up nearly 8%
Repeat business has grown by nearly 8% in the last year, and now accounts for more than 45% of the business.

02

Improved enquiry to booking conversion
Better management and distribution of enquiries through our CRM is driving a steady, ongoing increase in conversion.

03

Knowing every client
Travel dates, bookings and spend in one place, so the team can recognise clients and ensure they book again and again.

04

A partnership built on travel
Travel people who understand the industry, with regular, two-way communication that keeps the platform evolving.

Ready to turn more clients into repeat customers?

Find out how our Reservations and CRM platforms can help you know every client, convert more enquiries, and grow loyalty.

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