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Case Study: Bath Travel

Introduction

Specialising in leisure and cruise holidays, Bath Travel is a large travel agency based in the UK with 60+ branches around the country, over 550 booking clerks and have been using Micros Travel's solutions since 2008.

Technical Overview

Micros host the Bath Travel server in Manchester with provisions made for fail-over and backup.

Bath use a combination of "Departmental Branches" and datasets, giving them 1 branch in a completely separate dataset for their specialist cruise department, with all other branches divided out as individual departments.

The cruise department in question use Amadeus Cruise, for which Micros provide a direct interface which downloads all bookings directly into the mi/d back office system without the need to re-key information.

Micros provide Bath with a centralised system that shares all client data between 60 branches. This means that each branch is aware of the client's previous history, ensuring superb customer service from whichever branch the client decides to visit.

The back office system was successfully implemented across all 60+ locations over a six-month period.

Bath Travel turnover approximately £150m annually, all of which is processed through Traveller and into their own accounts system (to which Micros have written a bespoke interface).

Responsibilities

Micros host all of Bath Travel's Traveller related hardware and are responsible for backup, maintenance, and development. Bath manage their own in-house help desk which runs 1st line support. Micros are responsible for 2nd line support

High Level Interfaces / Structure

