



Company Name: Ireland Chauffeur Travel

Funding: Enterprise Ireland Innovation Voucher



Profile of Company

Ireland Chauffeur Travel are a Luxury Private Guided Tour Operator based in Cashel, Co. Tipperary. They are experts on offering guided tours of Ireland and their driver guides give customers the most wonderful luxury private touring experience available in Ireland. Ireland Chauffeur Travel have over 20 year's experience in creating tailor made luxury private tours of Ireland making them one of Ireland's best loved luxury private guided tour operators. Ireland Chauffeur Travel clients travel in style and luxury during a tour as they provide the very best touring transport including luxury Mercedes and Range Rover vehicles



Problem to Be Solved

Ireland Chauffeur Travel (ICT) are engaging in a digital transformation initiative and wanted to be able understand how they could gain more insights from the 12 year's worth of data they have within their tour operator software system. ICT also wanted to link the front office tour operator software to their other back-end systems, and they also wanted to evaluate how they could integrate new itinerary tour web software solutions, into their overall digital offering. Thus the IV project was to be used to review the current business processes and software systems that are in place at Ireland Chauffeur Travel and for the user personas based on current employees and user flows of their current process, be documented and detailed so that steps in the move towards new digital systems could be taken.



How Gateway Delivered Solution for Industry

The TSSG gateway staff took ICT through a process to firstly understanding what the requirements of a fully integrated digital system would be, considering the staff and other systems that interact with the ICT booking platform. These requirements (over 50) were logged and registered. From there to further understand the system requirements a member of the TSSG team participated in a shadowing activity on premise with the agenda to gather the workflow of the ICT team as they use tour operator software and other connected ICT systems while in the process of booking and executing on a client's transport request.

From the journey map exercise a full flow of how ICT staff use their current systems and tools was captured. This helped to inform the priority in the digital transformation for a new system in:

- Tour Operator User Interface
- Customer Relationship Management (CRM) Functionality
- Management of Tour Resources
- Automating the Documentation process
- API Integration to Itinerary Software
- Tour Reporting



Impact for the Company

ICT are in a digital transformation, moving from a more traditional tour operator software suite, to a system that can link CRM with tour operator software and with travel itinerary software platforms. This innovation voucher has been used to identify the workflows of the team within ICT, and then map that to a set of technological requirements. These requirements have been used to assess new web based systems, and to inform the modification of existing systems.

Testimonial

"While going through the process of engaging with this innovation voucher project the Ireland Chauffeur Travel team have learned a lot about our current systems and workflows and how to manage the transition to newer web based software systems. The work carried out by the TSSG helped solidify the requirements of our new systems and helped us to grow in confidence to enable the transition to these newer systems. "

Shane Leahy, Director and Tour Operator, Ireland Chauffeur Travel