

TravelOperations Rethinks Onboarding Across +10 Countries

TravelOperations used ClickLearn to simplify multi-country software rollouts, creating training content once and localizing it with ease rather than creating content from scratch in every language.

80%

of user queries answered in one recording

16 customers

trained and onboarded in ten months

Challenge

Making software onboarding scalable

For TravelOperations, the lack of personnel is a huge issue, but it's also driving the need for change. The travel industry has been hit hard by recent events and is trying to reconfigure itself. Many brick-and-mortar shops have closed and been replaced by a network of affiliates with people working in separate locations. And this shift is driving the need to onboard new employees quickly and effectively.

Beyond the need for onboarding new staff, many travel companies are running on old legacy systems, which typically aren't integrated. Businesses move data around from one system to another, such as booking in one, reconciliation in another, and finances in a third solution. "In many cases, customers are still running on +20 year old legacy systems," says Peter Holm, CEO at TravelOperations. He continues: "It makes you feel like you're in Vegas; a shiny front but behind the scenes, they are doing it manually and old-fashioned." Although it's clear that digitalization is the only way for these businesses to survive, there is still reluctance out there. According to Holm, people don't like change and this impacts people's approach to new digital solutions.

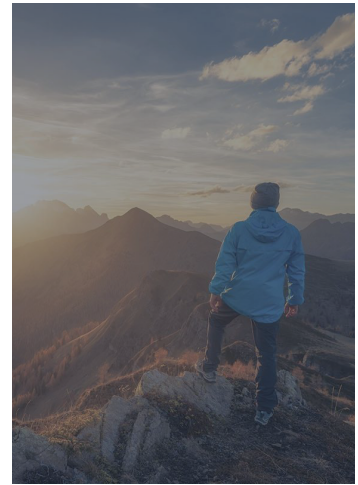
"In terms of onboarding, we've pretty much tried everything: Word documents, diagrams, pictograms, and textbooks of tools and tricks. And it just never works because it's not easy, it's not understandable, and it's not on-demand," explains Holm.

“ Without ClickLearn, it's not scalable–We simply cannot double our business if don't have this solution.

Peter Holm
CEO at TravelOperations

When TravelOperations evaluated ClickLearn, three capabilities stood out:

- ✓ The ability to eliminate the frustration of outdated manuals
- ✓ Options to create multiple formats of content with one video recording
- ✓ Scalable training to support rapid global expansion and user adoption



TravelOperations

Company Name
TravelOperations

Industry
Travel

Headquarter
Copenhagen, Denmark

Company size
22 employees

Year founded
2020

Integrations
Other

Website
traveloperations.com

Solution

Up-to-date training at users' fingertips

Before they started using ClickLearn, when implementing solutions, TravelOperations did everything from scratch, every time. This was fine when they were just doing implementations in one country. But as they grew globally, the work increased exponentially with each country.

“As we added countries, we had to do the same stuff for each one: The design, all the documentation, all the structures, all the elements. That's a lot of repeated stuff when you have ten countries. And that's without the ability for self-study. Whereas in ClickLearn you can do it once and then add the countries.

Peter Holm
CEO at TravelOperations

This ability of one-to-many production is a concept that Peter Holm would like to use for support cases. For each one, they plan to do a ClickLearn video and send it out. According to Holm, 80% of their tickets cover the same questions, so having a single recording that explains and solves the issue is scalable and enables TravelOperations to provide service to as many customers as possible with fewer resources.

Results

Training-facilitated path to doubled business

Peter Holm particularly is impressed by the ability to produce different formats from a single recording. “I like that we can have a process in a document and then turn it into a test that users can click through on their own. Being able to offer the same information in different formats to support users in their different learning styles and situations is a really strong proposition.”

“The most difficult part about digitalization is the changing processes and understanding and grasping the new technology. We did 16 customers in the last ten months. We're going to double that in the next 12. This is not possible without a tool to create training, because our customers train themselves. Without ClickLearn it's not scalable—we simply cannot double our business if we don't have this solution,” concludes Holm.

About TravelOperations

TravelOperations is a Microsoft ISV whose focus is on delivering business solutions to global travel agencies, airlines, and leisure-focused businesses, based on Microsoft D365 technology. They offer powerful, easy-to-use CRM and ERP/mid & back-office solutions tailored to the specific needs of travel management companies and travel agencies across the globe.