CASE STUDY
CYCLING GEMS

"WE HAVE TO BE ABLE TO PROVIDE CUSTOMERS WITH EASY ACCESS TO OUR OFFERINGS AND AN EASY WAY TO BOOK ONLINE. THAT'S WHY WE CHOSE BOOKINGLIVE."

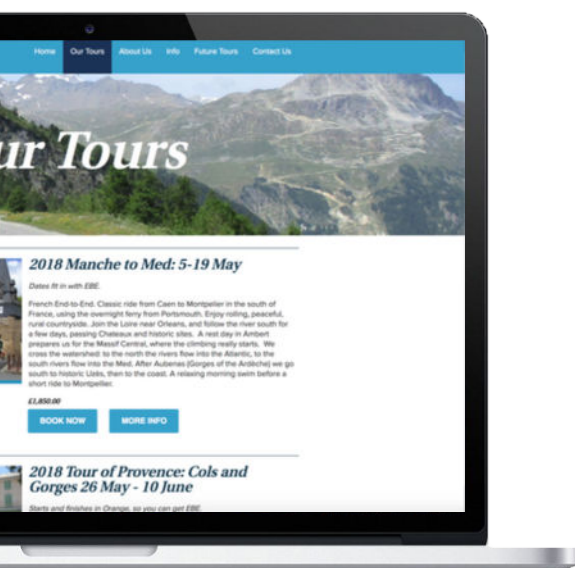NEIL GOLDSMITH .

Industry:
Activities & Tours

Dates:
Since February 2015

BACKGROUND

Cycling Gems organise cycle touring holidays all over the world, from Bruges to Africa. The UK-based company is run by cycling enthusiasts Geraldine and Neil Goldsmith who "Aim to provide holidays for those who want to cycle and have a holiday". Cycling Gems were looking to implement a system to keep admin tasks to a minimum and project a modern, online presence to their customers.

CHALLENGES

- The amount of admin work needed was a huge drain, taking valuable time away from staff members.

- Setting up merchant accounts to take payments was time consuming - there are so many scams out there that banks are correct to be cautious with who they deal with.

- With the rest of the industry moving towards digital-first ways of working, it was so important to keep up with the competition and maintain a modern and accessible online shop front.

bookinglive

SOLUTIONS

- Reducing admin time through the use of our powerful and highly customisable reporting tools.

- Sharing the benefits of our comprehensive integration with SagePay - providing a payment system that banks trust.

- Creating a high quality, secure and mobile friendly website to host their booking system.

RESULTS

- A personalised and highly adaptable booking system that integrates seamlessly with their ways of working.

- A simple way to take payments securely, allowing their customers to book tours 24/7.

- A brand new online presence which attracts new customers and supports existing ones - allowing the business to grow and stand out amongst its rivals as a brand to be trusted.
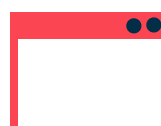
CONTACT BOOKINGLIVE

If you'd like to learn about how an online BookingLive system could enhance your business, call us on 01179 338 632 or email sales@bookinglive.com.

Secure payments & bookings.

24/7 Allowing customers to book 24/7.

Building engaging web pages.

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