# CASE STUDY FIRST INTUITION





**Industry:** Training/Course

**Dates:** Since October 2017

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#### BACKGROUND

First Intuition is an award-winning training provider which delivers a range of classroom and online accounting exams through a network of study centres across the UK. Back in May 2017, they were looking for a booking system that will allow their customers to self-manage their bookings.

### **CHALLENGES AND NEEDS**

- First Intuition was looking for a booking system which will allow their customers to manage their own bookings and payments through an account.
- They are looking for ways to reduce the amount of admin work needed in order to manage their bookings.
- It is currently a long process for a customer to rearrange their exam date - this can be a big inconvenience to them
- They wanted to take online payments for their bookings, and allow customers to purchase 24/7 and on any device.

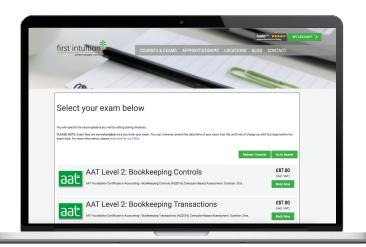
#### **OUTCOME AFTER USING BOOKINGLIVE**

- After implementing an online booking system, they were able to improve the way they managed cancellations. Customers were able to go into their MyAccount and make any amendments themselves. This means they are able to instantly alter their exam date without having to wait for office hours or a response from staff members.
- They were able to remove all manual administration from the process, saving them hours of work each week
- We were able to integrate their system with SagePay, allowing them to take online payments.





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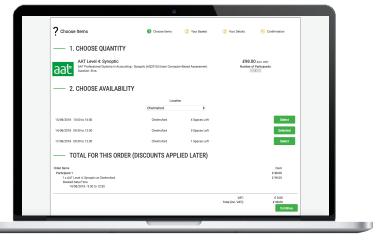


### **PRODUCT SELECTION**

When a customer lands on their booking system they'll have the option to choose from a variety of courses that are available.

#### TIME SELECTION

After the customer selects a course, they will then have to select a time and date they would like to attend.



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PURCHA	SER DETAILS			
Title	Miss	63	First Name	Sarah
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House Name/Number	91		Street	Long Road
Town	Bristol		County	England
Postcode		BS387H	Daytime Contact Number	180742938791384
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Taking place on 14/08/2018 I'm attending Buying for				
New participant	*			
Title	Miss		First Name	Sarah
THE			House Name	83
Last Name	Lang			

#### DATA CAPTURE

Once they have chosen what course and a suitable time to attend - they will have to fill in a data capture form. The form can be customised to collect the data you desire. Once this is complete they'll receive an email confirmation.



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### MULTI DEVICE PLATFORM

A truly multi-device platform designed for the highest quality customer experiences. Allowing your customers the convenience that they expect and demand.

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