

# CASE STUDY



**EXPLORER**  
FERNREISEN

## TRAVELLING TOGETHER: Increased Value and Reduced Running Costs

### EXPLORER LONG-DISTANCE TRAVEL

South Africa, Australia and Thailand have one thing in common: Explorer Long-Distance Travel (LDT) take you there. For over 40 years clients of our highly specialised agency have been travelling to the most remote and beautiful places in the world. Customer care and advice for the holiday makers is available on the easily accessible Internet travel portal with our call-centre experts and up to 100 advisors in 11 business locations within Germany. Communicating with clients is Explorer LDT's number-one concern. For that reason the company decided to choose nfon as a provider for their telephone system and broadband connection.

### THE STARTING POINT

In their role as travel organisers, Explorer LDT have to make sure that they can always be contacted by their clients. In order to radically improve availability and thus customer satisfaction, the company started to look for a provider for their telecommunications requirements across different locations in 2009. They were aiming to replace existing telephone equipment by various manufacturers in 11 locations.

Explorer LDT were looking for a single telephone system, with all the essential performance characteristics of modern communications. The main focus was an easy-to-use call centre function to enable Explorer LDT to organise and monitor groups of specialised agents in different locations. They were looking for the most up-to-date and user-friendly type of innovative communications technology.

### THE CHALLENGE

Explorer LDT invited various providers of communications systems to give a presentation of their solution.

Included in the comparison were traditional telephone equipment as well as voice-over IP systems and the latest cloud solutions. At the end of the selection process Explorer LDT chose nfon integrated cloud communications solution.

Included features are:

- nfon telephone Full version solution
- snom IP phones
- nfon Contact Centre Monitoring as add-on feature
- Interconnection of 11 locations and numerous home offices
- Polycom Kirk Dect IP phones
- nconnect Broadband connection (SHDSL)

### THE BENEFITS

The cloud communications solution has the following benefits for Explorer LDT:

- No need to invest in a new telephone system
- No need for software updates
- Complete flexibility with Pay-as-you-grow tariff
- User-friendly both for users and administrators
- Standard tariff includes all performance characteristics, except call centre monitoring
- Interconnecting different business locations and home offices
- Integration of mobile phones

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NFON  
nless business communication



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## COMPLETE NETWORK INTEGRATION FOR BETTER CUSTOMER SATISFACTION

Satisfied customers are an essential factor for the success of any travel agency.

The main focus for the business management was therefore to go for a communications solution that would improve customer satisfaction.

**“The nfon solution considerably contributes to improving our overall customer satisfaction.”**

Andreas Neumann,  
Managing Director, Explorer LDT

The complete interconnection of the entire workforce, not only in the 11 business locations but in home offices as well, enables the company to always provide the relevant contact person for their clients. Any member of any call centre group can be contacted at any



Explorer LDT Managing Director  
Andreas Neumann (left)  
and Technical Director Gilbert Maurer

time. This degree of flexibility defines the members of the Explorer LDT staff as a virtual team aiming to impress their clients.

## CLOUD SOLUTION REDUCES ADMINISTRATION AND COMMUNICATIONS COSTS

Explorer LDT offers their clients an individual travel module plan. The client can pick any combination of airlines, hire car or offers for extra trips at the holiday destination. This module of the travel portal is well-organized and user-friendly and therefore popular with clients who like to come back. This is supported by the easy-to-use nfon telephone system.

The communications system is user-friendly and the administration is well organised and intuitive. The nfon telephone system enables Explorer LDT to concentrate on its original mission to give their clients an awesome holiday.

**“When we decided to go with nfon’s well-developed cloud solution we were pleased to know that it made tomorrow’s technology available to us today. With nfon we will always be ahead of our competitors.”**

**“A modern communications system has to be easy to use and innovative regardless of technology. The nfon solution provides both features. It considerably reduces administration and lowers communications costs by 30%.”**

Gilbert Maurer,  
Technical Director, Explorer LDT

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Technical Director, Explorer Fernreisen