

## On-line business with improved competitiveness

**“The flexibility of the ProTAS platform enables us to implement a successful on-line strategy towards higher customer retention.”**

**Director Victor Hendriks, Vliegtickets.nl BV**



### The challenge

In the recent years we experienced increasing manual workload related to order handling. We soon realized the need for streamlining core mid-back office processes in general to pursue our strategy for a profitable growth in years to come. In specific we wished to increase customer retention rate for a successful online strategy. This led us to look for a new system with so much flexibility that it could adapt to our individual needs without compromising a high level of automation.

### The solution

We chose ProTAS as our mid-and back office solution for the flexibility and custom integration possibilities. Together with the dedicated ProCon team we co-innovated a customer web-service to synchronize all our customer and order data between our web-server platform and the ProTAS Mid and Back Office. Additional we enhanced existing programs among others to improve the import and processing of bank data.

### The result

- We can target a customer more accurately for CRM purposes due to a “single customer view”, and improve our customer retention rate
- 25% improved efficiency on the daily bank data entry due to the advanced bank import program
- Improved accountability due to the integration between the mid- and back office so that we can follow the postings of an order on a much more detailed level through the system
- A lot of time saved on payment reconciliation for Ogone (online payments) and vNett (virtual credit-cards) as we have full control on order level of our (pre)payments
- Optimized BSP reconciliation as the times spend is reduced from 14 to 2 days

### About Vliegtickets.nl BV

Vliegtickets.nl is one of the largest online travel agencies for flights in the Netherlands, selling all flights to and from destinations worldwide. The travel agency not only shows the standard airfare prices, but also special negotiated prices and prices of low cost airlines.

### For further information

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