



NAMU
TRAVEL GROUP

SUCCESS STORY

"We enjoy working side by side with bpm'online on what we consider is the future of the travel industry." **Daniel Myers**, Process Specialist

NAMU TRAVEL GROUP IS ACCELERATING ITS PROCESSES AND BUSINESS TRANSFORMATION WITH THE BPM'ONLINE PLATFORM

Namu Travel Group, a network of luxury travel companies, specializes in customized, boutique vacations in Costa Rica, Panama and Nicaragua. The high-end travel agencies tailor each vacation to the desires of their client, providing unique experiences not commonly found through other service providers.

This customer-oriented approach helps Namu Travel Group find the greatest experiences in these three varying countries. Despite their successes over the first 16 years, the Central American company felt it was time to reach for the stars.

THE SOLUTION THAT PRECIPITATED THE CHANGE

Bpm'online fit like a glove. Evolving from a home-grown, restrictive system to an extremely flexible CRM product supported the growth Namu was seeking. The new bpm'online platform is scalable and agile creating a unified data environment for the multiple Central American locations. The marketing, sales and service agents are now able to share a 360-degree customer view; a tool needed to better customize customer offerings.

The flexibility to change processes is one of the main reasons Namu Travel Group deployed bpm'online, *"if I get a request from the executive team asking for a change in processes immediately, I can do it in 10 min without disrupting the day to day functions of the employees,"* stated **Daniel**. This flexibility and ease of use has also produced innovative process adaptations, including what Daniel refers to as **"Opportunity Assigner"**, **"Event Tracking"** and **"Profiling."**

IT WAS TIME TO ADJUST

"We had a steady but small gain every year, however, we felt we needed to make a change, to crush the numbers we've had for the last decade," stated **Daniel Myers**, Process Specialist at Namu Travel Group. As a travel agency, **Daniel** further adds, *"we have seasons within seasons, so we needed to make changes on the fly to keep production moving."*

"Bpm'online opened the door to a world of possibilities and brought our success formula to a whole new level," boasted **Daniel**.



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Nucleus Research ROI Case Study Findings 2016:

- ROI: **271%**
- Payback: **4 months**
- Deployment Time: **3 months**

BPM'ONLINE CONNECTS ALL EMPLOYEES WITH ONE PLATFORM

Each process was specifically designed to accelerate the existing customer-oriented approach: **Opportunity Assigner** is a process built to detect potential customer interest by interpreting their website interactions, the **Event Tracker** was built around an existing process designed to monitor customer responses to emails, and **Profiling** improved the analysis in customer interest in Namu Travel Group's products.

NAMU DRIVES INNOVATION WITH BPM'ONLINE'S AGILE PLATFORM

Each process adaptation accelerated customer response time and competitiveness within the sales team and reduced customer time in funnel and bottlenecks. "Bpm'online is at the core of the company," stated **Daniel Myers**, Process Specialist at Namu Travel Group.

With the implementation of bpm'online, Namu was able to reduce technology costs, eliminating miscellaneous expenses associated with unexpected software upgrades and personnel. Management and service productivity also improved, saving two hours per week per person and 10 percent improvement in service agent productivity.

Total customer funnel time has **decreased to 6.8 days** from 10.

Founded on an endless supply of Ramen Noodles and a shaky dial-up connection, Namu's journey does not end at a central office in San Jose, Costa Rica and a family of brands consisting of Costa Rican Vacations, Costa Rica Fishing Pros, Panama Vacations and Nicaragua Vacations. This network of luxury travel companies will be welcoming five new countries in the coming years.

More Sales Closed: average of **22%** closing, up from **19%** last year (2017)

