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of **SAS® Technology**

## Amadeus transforms data into Business Intelligence for UK's leading walking and activity holiday tour operator

### CHALLENGES

- Information and data on customers not being utilised effectively
- Increasing need to use more sophisticated, targeted marketing campaigns
- Multiple data sources and aging data management systems

### SOLUTION

- SAS® Customer Intelligence Solution including SAS Digital Marketing
- Amadeus Data Integration and Business Intelligence consultancy and support

### BENEFITS

- Transforms ability to use customer information more efficiently and intelligently
- Delivers more focused, targeted customer communication and marketing campaigns
- Saves money by increasing digital marketing and reducing postal mailings
- Improves the quality and relevance of information sent to customers
- Enables more complex, business-related analysis of customer data
- Provides a platform for more expansive and in-depth data utilisation in the future

**“Without the consultancy and SAS integration work that Amadeus has done for HF Holidays, we would be operating at 10 percent in terms of accessing and maximising our customer data and market information”**



### Challenges

HF Holidays is the UK's largest walking and leisure activity holiday co-operative. Set up in the early 1900s as Holiday Fellowship, the organisation today provides over 50,000 people every year with a variety of activity-based holidays both in the UK and around the world. These include individual, family and group holidays and outdoor activities such as walking and trekking through to painting, dance and historical touring.

HF Holidays' business relies on maintaining good communications with customers. Over the years it has built up close to 300,000 key contacts including bookers and enquirers

via website registrations, shareholders and leaders who organise and head up holiday maker groups.

As well as more traditional communications – such as mailing out its holiday brochure – a key part of HF Holidays' business strategy is expanding the type and amount of digital marketing it does. But, because customer data was held in several different and separate databases, it was difficult to access and manage this data which limited the way the data could be used. In addition, HF Holidays was using an outdated system for managing customer data and co-ordinating mailings to the various audiences.

**“We evaluated a number of different SAS consultancies before selecting Amadeus. And since working with Amadeus, we’ve found the company and its people very experienced, professional and knowledgeable about our particular business challenges; all of which makes Amadeus a trusted partner.”**

David Harrington, Head of Administration and Property at HF Holidays, says, “The inability to use and interrogate our customer data in a more effective way was highlighted by problems such as sometimes sending new holiday promotions to customers who had already booked with us.”

## Solution

HF Holidays brought in the SAS® business analytics software to help consolidate all its data sources, and then organise and manipulate its data in a more efficient and effective way. HF Holidays also called in one of the UK’s leading SAS consultancies – Amadeus - to help develop an effective solution.

HF Holidays is using SAS to support its marketing and digital marketing activity and create more accurate, selective and targeted campaigns. The work that Amadeus has done involves customising and configuring the SAS Software so that data from HF Holidays’ multiple, independent data sources can be extracted and then consolidated into a data mart. From this, SAS Customer Intelligence Studio and SAS Digital Marketing Solutions are used to run campaigns on a daily basis.

“Amadeus has helped us deploy a solution that, not only enables us to make much more effective business decisions now, but one that opens up the capability to do

even more innovative and targeted marketing activities in the future,” says Harrington.

## Benefits

HF Holidays is now sending out up to 60,000 emails every week. The solution that Amadeus has helped develop enables HF Holidays to use customer information much more efficiently and intelligently. Harrington says, “The Amadeus solution helps HF Holidays make quicker and better informed business decisions. To do this previously, we had a lot of manual processes and systems. Now we can send out documents, emails and brochures in a much more regulated and focused way. But where we are going and where Amadeus is really starting to add value is being able to target specific audiences with specific offers.”

Another benefit of faster access and better information is the ability to cross reference and cross-check contacts so that individuals who may sit in two or more audience groups, do not get sent the same information several times. Also, being able to send out more emails to more contacts, and do so in a more intelligent and regulated way, means HF Holidays can cut down on the amount of physical post that it used to do which saves money. Harrington says that with the new system, HF Holidays also has regular statistics on

conversions, volumes of mailing and enquiry lists which before had been too slow or too difficult to extract.

“Another area where we are starting to see some real business value from the Amadeus solution is sales data. Better information about sales, like where people are booking from or if they are agents, allows us to match information against demand. So we get much more effective and useful sales management data which give us a greater understanding of the business and the needs of our customers.”

The company can now quickly identify customers who might be interested in new holiday launches. For instance, a new walking holiday in Whitby, Yorkshire, can be targeted at customers who have booked or expressed interest in a similar holiday in the past, but who have not yet booked a holiday. Using information in this way increases the value of the marketing campaigns for HF Holidays but also for customers who get holiday information that is much more relevant to them.

Harrington adds, “With the new SAS and Amadeus solution, and the business information that it allows us to extract, we are now looking at how to market next season’s holidays. It is helping us make more effective business decisions and build up a better profile of the holiday market we operate in.”



## About Amadeus – Trusted SAS Experts

Amadeus Software Limited, formed in 1989 is a preferred implementation partner to SAS Institute UK. Our outstanding reputation has been earned by delivering first-class quality and effective solutions. We maximise the value from your investment in SAS software by revealing insight and gaining competitive advantage.