



# INNOVATION EXCHANGE PITCH

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## Business Overview

Ireland's only luxury  
travel business  
Irish Owned & Operated

Sales Revenue  
€14m 2024

Founded in 2017 by  
entrepreneurs Bob Haugh  
& Clive Kilmurray

## Customer Overview

61% Female Decision  
Makers

Average selling price  
overall is €6-7k per  
person

Repeat customer books  
2-3 holidays per year

Market Segments: Family, Older Couples, Multigenerational Groups

# ✕ Problems to be solved

Business works across 2 main departments Sales and Operations when creating a holiday

- From initial enquiry through to quote we don't have an effective mechanism of creating engaging itinerary that is representative of our brand
- Lack of suitable system to intuitively track the quote and clear CTA for customer across all stages of the customer journey
- Legacy systems managing internal communications around a booking creation – clunky task allocation, email communicate with third parties (to get costs, understand availability etc).
- Engagement across departments is ineffective – no line of sight for either teams on wider progress of a sale, holiday details (visa, ticketing etc.)
- Lack of clarity for customer – customer doesn't know where their booking sits in the process
- Communication with customer - doesn't use technology first and is reliant on sales team/operation person having own process and timelines
- No feedback loop for customers

# ✕ Requirements Overview

## Customer Front End

- UX in all touchpoints must be intuitive, easy to navigate and customer centric (quotes, CTA, itinerary, web interface etc.)
- Design must represent our brand and utilise best in class technology to do this

## Back End System

- User interface for the business users must be simple, clear and intuitive
- Design represent the brand ethos for service standards
- Remove all manual work arounds
- Intuitive Content Management System



# Key Functional Requirements for the business

- Effective technology drive process for sales cycle
- Internal system to allow for the business to service the customer touchpoints professionally -itinerary building, follow ups etc.
- Creation of a staged process removing all possible manual stages -emails to suppliers, internal teams reminders etc.
- Technology driven supports for initial engagement (vital part of sales qualification process) – initial call note taking, task creation, intuitive access to relevant destination information etc.
- Effective communication ability between departments. Internal automated task management staged and clearly visible to all involved in the sale (stages of booking, stages of ticketing etc.)
- Central source of approved content - imagery, destination information, video etc that is easily searchable, easily updated and approved required for itinerary building, pre holiday planning and marketing purposes
- Reporting that meets Operations, Sales and Finance requirements



## Integration Required

- Customer Relationship Management System for Marketing - RADAR <https://marketingradar.com/>
  - marketing tasks, customer data, preferences, email marketing etc.
- Other existing integrations to be discussed as to relevance in new process

# ✕ Expected Outcomes

Selected system should:

- Give OROKO technology first driven system to support end to end sales process for the customer and for the business.
- Reduce manual intervention in the sales and operations processes
- Drive efficiency without sacrificing quality, customer service or brand values by releasing resources to focus on customers & grow the business
- Improve sales process success through engaged departmental co ordination and automated processes
- Provide financial (FX etc.) and operational reporting
- Manage supplier contracts & supplier payments aligned to reservations
- Provide a scalable solution to grow with the business and enhance operational efficiencies

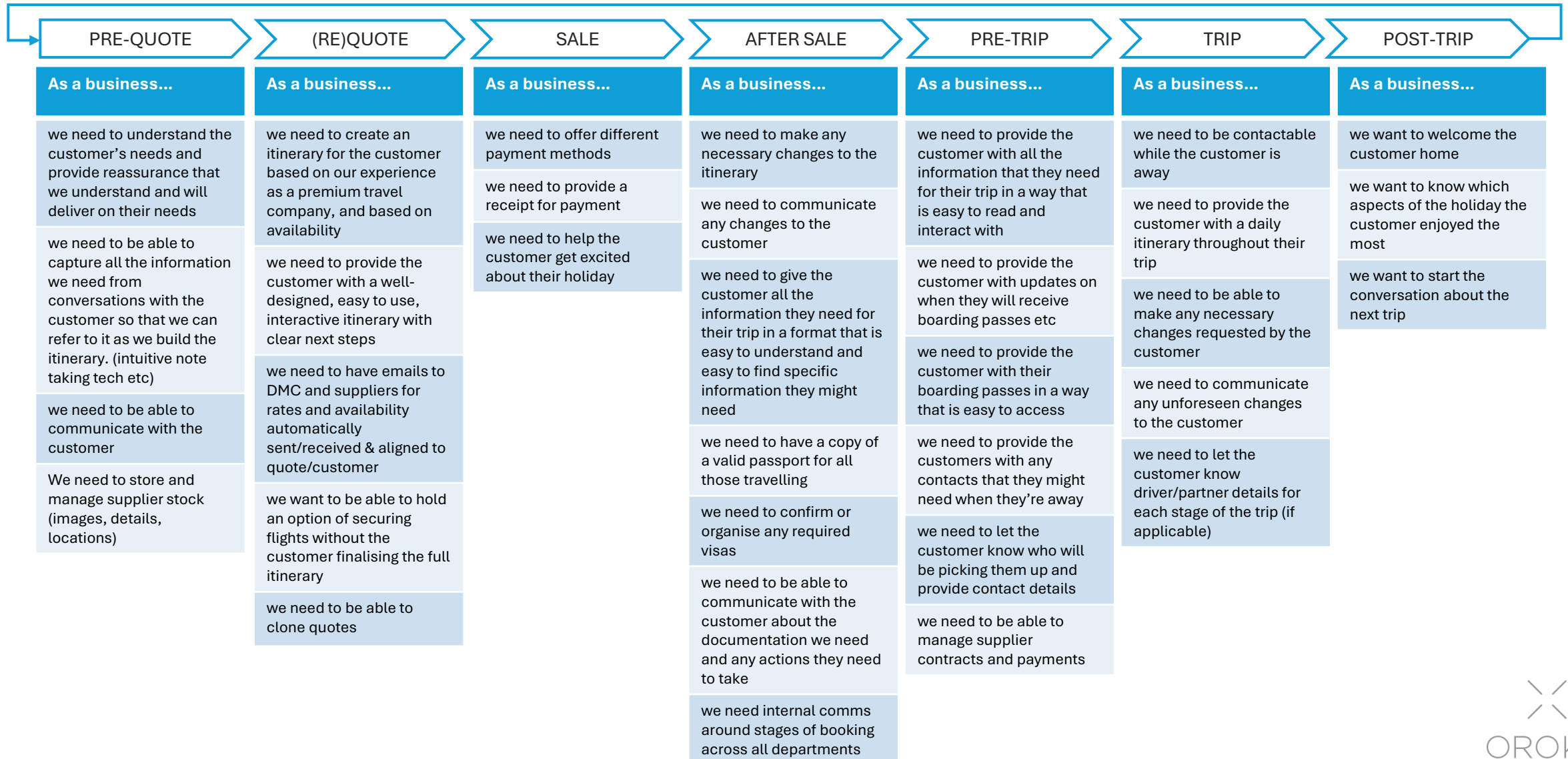


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# Business Needs & Operational Requirements

# Business Needs



# ✕ Operations Solution



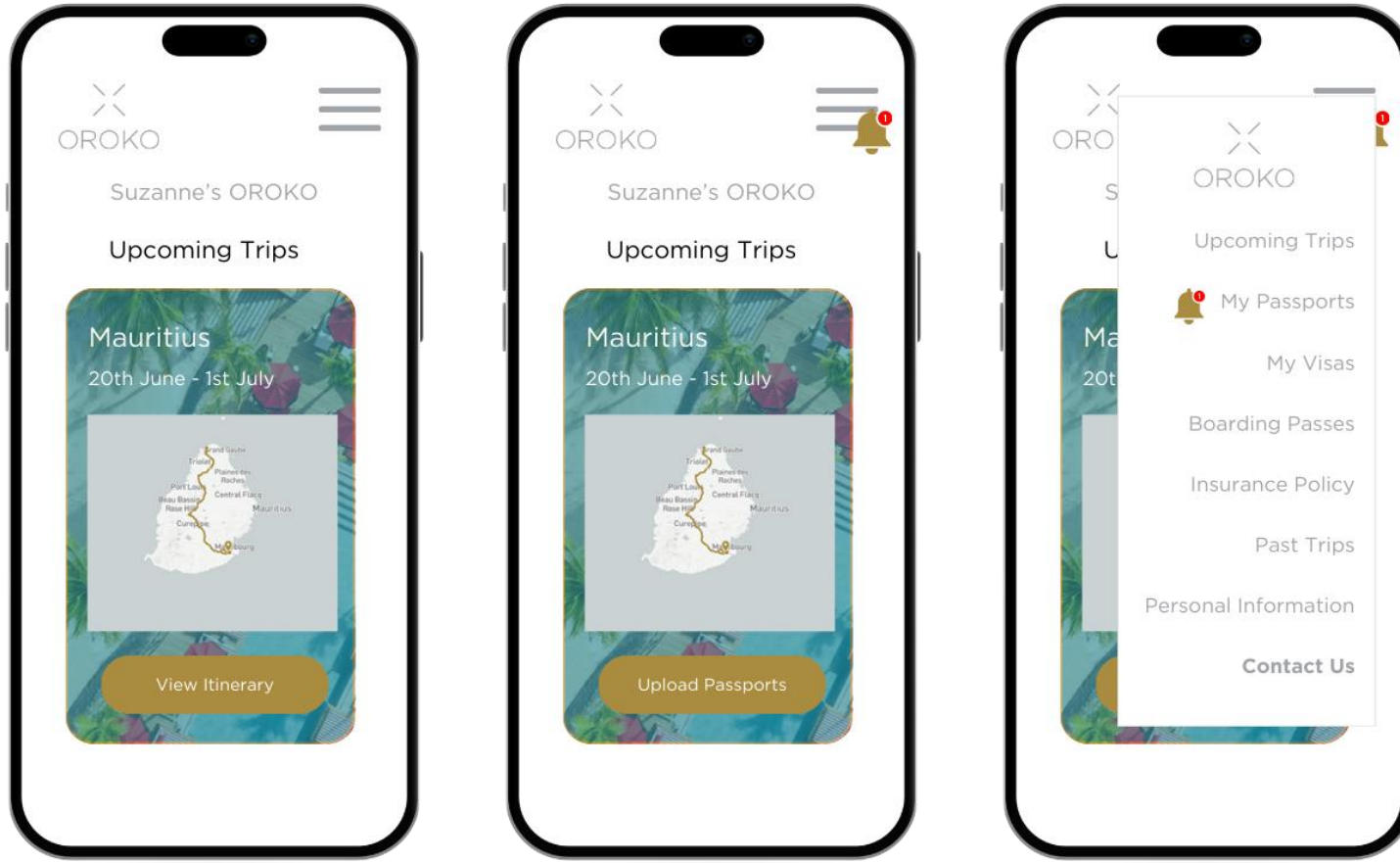
## As a member of the business, through our system ...

I can capture the customer's needs based on conversations had
I can view a detailed outline of the customer's needs based on conversations had
I can create an itinerary for the customer based on their needs and availability
I can offer the customer the option of securing flights
I can send the customer an interactive summary of the holiday
I can make changes to the itinerary
I can see when the customer has paid the deposit
I can see when a customer had viewed my email communication
I can make changes to any aspect of the booking
I can see what actions are outstanding & in action (e.g. Upload passport)
I can provide contact details for the customer for all contacts they need for their trip
I can check-in on behalf of the customer
I can upload boarding passes to the customer's profile
I can send the customer details throughout the process through Whatsapp/SMS(?) and Email
I can view previous trips the customer has been on
I can request and view feedback from the customer
I can view reporting dashboards and detailed reports
I can cancel the holiday for the customer and provide a cancellation invoice for the customer

## Through our system we can automatically...

Create a customer profile from the details in our CRM
Display itinerary summaries and details to the customer
Communicate with suppliers & receive pricing/availability within booking/enquiry
Provide receipts for payment
Provide outstanding balance
Display the stage of the process
Display outstanding actions and prompt customer
Enable uploading and downloading of documents
Validate passport information
Alert when there is information or an action outstanding
Send email/whatsapp reminders to the customer
Send email/whatsapp follow-ups to the customer

# Web Application – Customer Profile



## As a customer through my customer profile ...

I can view a summary of my trip and view more information on any individual aspect at the touch of a button

I can see what actions I need to take

I can see where I am in the process

I can pay my deposit

I can view my balance

I can pay my balance

I can upload my passports

I can provide visa details, apply for visas or view updates on visa applications

I can view and download all documentation needed for my trip

I can view and download my travel insurance policy details

I can view, download and forward my boarding passes

I can view my previous trips

I can see a countdown to my holiday

I can access all contact details I need

I can access my cancellation invoice if I need to cancel the trip



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