

CREOTEC



Challenge

A to Z Executive is a top-end chauffeur service for corporate and private clients based in Maidenhead, Berkshire. The company has ambitious plans for growth but its ability to expand was being limited by an ineffective IT system that had been put in place a year previously. In particular, its existing on-line booking system was inflexible and inadequate for the tasks required by the business. Clients were not using it, and those that tried, complained. As a consequence too much time was being spent on the phones managing the bookings, both with clients and with drivers, and the company was concerned about losing clients. As A to Z Executive had built its reputation on being both discreet and reliable, the company needed a fast remedy, but could not afford to make another mistake with its IT system.

AtoZ Executive

Executive chauffeur car and taxi service

Solution

Creotec has built its reputation on delivering fast, robust and effective IT solutions. We were brought in by the management of A to Z Executive to deliver an integrated system that 'works for the business as a whole' - for clients, drivers and management alike. Our rigorous consultative approach identified how each user group could best utilise the system to improve its effectiveness and user experience.

We created and delivered a bespoke web-based business management application which included the following; a client facing website with on-line booking/payment management features, a trip planner for drivers, and a booking administration back-office (with management reports, invoicing, driver management, driver alerts via SMS, off-line booking, etc.) for the office.

The 'look and feel' of the public website was overhauled to reflect a fresher, more professional and high-end personality. The system we delivered made it easier and more secure for clients (often secretaries) to book on-line and inform their clients of bookings; we made it easier for A to Z Executive to schedule drivers and inform them of bookings made; and we provided management with easy access to all the necessary reports required to manage the business more effectively.



Positive Change

The system was designed, built and delivered within 4 weeks. Whereas previously only 20% of new clients came from the web, that figure has now risen to 60% with the advent of the new system. 80% of bookings are now taken on-line and efficiency of the operation has risen dramatically. Plans are already in place to develop the system further to deliver additional efficiencies for the business.

