

CASE STUDY

# Managing Guests for Odysseys Unlimited

How a customized application solution helped this small group travel company overcome challenges for continued growth

## The Problem

A world class leader in small group travel, Odysseys Unlimited was quickly outgrowing its processes for guest management. Over 20 years ago, the company managed their guests and reservations with pen and paper. They graduated to Microsoft Excel, then Lotus Notes. The time for change was now.

A rapidly growing number of guests and reservations proved that this system would not accommodate the growth. Odysseys Unlimited saw the need for a custom solution that would manage their unique approach to the customer experience.

**56**  
**PERCENT**

of CEOs say that  
efforts in digital  
transformation  
directly lead to  
revenue growth

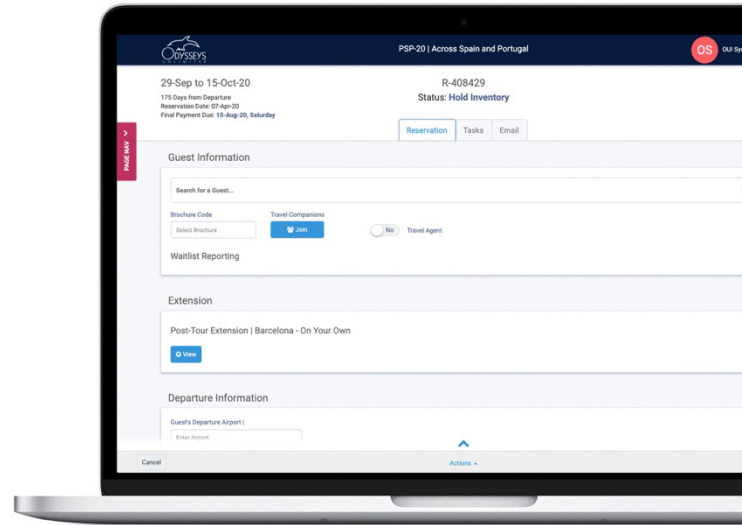
Source: Gartner, 2017

## The Solution

Before any design work was completed or code written, Archetype SC worked extensively with Odysseys Unlimited to understand the company's challenges and business needs.

Based on interviews and workshops with Odysseys staff, the project team delivered a detailed outline of how the new system will function. Many pain points were discovered, and a new Guest Management System began to take shape.

With requirements in hand, the design experts at Archetype SC created wireframes and prototypes for the system. Archetype SC worked closely with the client to develop a conversion strategy for their current system records. The team was ready to build the custom solution for Odysseys Unlimited.



## The Results

Following design, development, and testing of the custom solution, Archetype SC deployed the new Guest Management System for Odysseys Unlimited. Along with the deployment came intensive training for Odysseys staff and continued work on a client-facing portal.

The portal allowed guests the convenience of making secure, online payments, updating their records, and receiving important documents regarding their upcoming trip.

With the successful launch of the Guest Management System, Odysseys Unlimited continues to evaluate and drive change based on improving Guest Experience with technology.

**60+**  
**PERCENT**

More than 60% of American consumers prefer to handle simple customer service inquiries through a website or an app.

Source: American Express, 2017