

PGL EVENT AUTOMATION

PGL is the UK's leading provider of school trips and educational tours - offering outdoor adventure courses, subject specific courses, overseas tours and ski trips. PGL also operate summer camps, children's adventure holidays and family activity holidays in the UK and Europe.



THE CHALLENGE

PGL has an application called The Reservation System that helps to manage all aspects of their services. In the tour industry, details change frequently and often immediately prior to someone travelling. Providing an excellent travel service requires a dependable and current reporting system. PGL needed a configurable mechanism that delivers information quickly and automatically via a number of different channels.

OUR ACTIONS

Objectivity used BizTalk 2006 to integrate with the Reservation System and other related data sources. We created a set of rules to act on specific conditions. For example, if the number of bookings exceeds the bed space for a particular location. Our system automatically informs appropriate people when a rule identifies a potential issue. The Document Dispatch system, another solution developed by Objectivity, delivers reports to the people that need them. All of this happens without any human interaction.

THE RESULTS

Operators no longer need to trawl manually through databases in order to address changes. This saves a considerable amount of time and effort on a daily basis. It is easy to add more rules without additional development. Addressing issues more quickly, and with less effort, improves customer service and increases operational efficiency.

KEY ACHIEVEMENTS

- Reduced administration
- Flexible rules engine
- Improved customer service
- Quicker response times and issue resolution

CORE TECHNOLOGIES

- BizTalk Server 2006
- Microsoft C#
- ASP.Net
- HTML & JavaScript
- SQL Server
- XML

Microsoft Partner

Gold Application Development
Gold Business Intelligence
Silver Collaboration and Content

