

Tour America

ABOUT TOUR AMERICA

Founded in 1995 by Mary McKenna, Tour America is Ireland's leading holiday specialist covering the USA, Canada and Mexico, as well as worldwide cruises.

Headquartered in Dublin, Tour America is an Irish owned, multi-award winning tour operator providing the best value and advice on international holidays.

The company has built a fantastic reputation for customer service and employs 22 people.

INDUSTRY

Travel

TURNOVER

€13.5 million

LOCATION

Dublin



Overview

Tour America has one clear mission, 'to have a raving fan club', and Envisage has worked for more than 20 years supporting this mission. By deploying and managing Sage 200, Envisage enables Tour America to free its people from time consuming administrative and financial tasks so that they can spend more time looking after customers, while saving money and improving business and financial information.

7,000 monthly invoices, 2,500 monthly cash transactions, and 800 daily bank transactions, as well as management accounts; these are all managed by just one person at Tour America. This is the essence of the agility, efficiency and management information empowered by Sage 200 and enabled by Envisage.

"Envisage makes it so easy to operate our business efficiently. The software is great, but it's the people behind its implementation that make the difference. The Envisage team are such experienced Sage specialists who deliver really proactive support."

Deirdre Maher, COO, Tour America



Live. Love. TRAVEL

CASE STUDY - TOUR AMERICA

The Solution

Sage 200 was customised and deployed by Envisage in a way that gives Tour America significant productivity and performance advantages. The solution satisfies all management requirements and is used by employees to process and oversee all transactions and accounts.

The software allows the team to instantly access and manage accounts, so they can see how the company is operating and adapt business strategy as needed. This was particularly helpful during the Covid-19 pandemic as it provided enhanced visibility on the overall business performance during this difficult time.

The team benefits from a system that is agile, efficient, and easy to use, which enables the people to focus more on growth-related tasks, such as customer service, forecasting, pricing and strategy.

The solution has resulted in a significant reduction in manual data inputting, which saved employees up to 10% work hours per month. In turn, this means employees can spend more time focusing on building relationships with their customers. By switching the system to Sage 200, Tour America has saved €120k per annum.

Furthermore, because the data is stored and processed in the cloud, fear of vulnerabilities and inefficiencies are eliminated, and backups happen seamlessly.

The result is that Tour America is equipped with better financial, operational, and performance insights, allowing the team to make more informed business decisions. This empowers the business to grow in an agile and efficient manner.

“We recently moved our accounting system to Sage 200, and while I was initially uneasy about this big move, the Envisage team made it so simple and seamless. They were there every step of the way and were always available to answer any questions.”

By implementing a cloud-based system that is flexible, accurate and dependable, we have seen huge savings in time and money.

Envisage makes our business easier by simplifying our operations and connecting our systems, resulting in a truly interconnected efficient organisation.

It’s a fantastic product, delivered by a great business.”

Deirdre Maher, COO, Tour America



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The Outcome



Improved Visibility & Reporting

Tour America can easily build customised reports to analyse organisation wide information



Increased Effectiveness

Ensured by integrating data from all departments onto a single platform



+10% Time

Employees can save up to 10% work hours per month, giving them more time to focus on serving customers



+€120K Saved Per Annum

The Envisage solution delivers huge savings to Tour America each year – around 8% of gross margin



Productivity Increase

By eliminating manual entry of data, one person can manage 7,000 monthly invoices, 2,500 monthly cash transactions and 800 daily bank transactions



Increased Accuracy in Data Entry

Automation reduces the requirement for manual sales data entry, which significantly reduces systematic errors



Better Customer Service

Spending less time on administrative tasks means Tour America has more time to spend helping its customers and turning them into 'raving fans'.