



BUSINESS BOOST WITH DCS PLUS TECHNOLOGY | HAPPY TOUR RUNNING ON DCS PLUS PLATFORM

ABOUT HAPPY TOUR

- A Top 5 travel agency inside the Romania market for almost 20 years, Happy Tour is a very well-known Romanian travel agency which has recently expanded also to neighboring markets
- Diversity in terms of business lines is the key word when thinking about Happy Tour activities. MICE, TMC, Reseller Network, Online Sales, Tour Operating, Leisure Travel – can all be found inside Happy Tour.
- As the saying goes: ‘...it is harder to stay on top than to get there’, Happy Tour has faced many challenges during its life time (change of ownership, expanding the business, economic crises, customer challenges) but has always found the resources to reinvent itself and remain on top for many years.



CHALLENGE

- Covering for all lines of business of Happy Tour: MICE, Corporate Travel and Travel Management, Leisure Travel, Tour Operating
- Providing a scalable software platform which allows for expansion in a multi-market environment
- Providing a scalable software platform which allows all the companies inside Happy Tour Group to work together
- Covering for a high volume of transactions
- Quickly adapting to new requirements

SOLUTION

- The software platform provided to Happy Tour Group includes: TINA, TBS and AIDA. The first product to be implemented was TINA back in 2007. The main requirements were to unify the workflow inside the travel agency and provide a real-time reporting platform. As Happy Tour travel agency was being sold to the GED investment fund, the pressure of achieving a fine-tuned system but also a flexible and scalable platform that could respond to the needs of the current owners as well as the new ones added to the challenges of the project.
- As new lines of business were added to Happy Tour Group portfolio (Tour Operating, TMC, OTA etc.) new products from dcs plus portfolio were required and implemented into one large software platform
- In order to control the sales of the 100+ associated travel agencies and a couple of hundreds resellers, TBS was the tool to aggregate content from Happy Tours’ major suppliers and offer it for sale in B2B and B2B2C
- By acquiring Prestige Tours, Happy Tour Group soon moved aggressively inside the Tour Operators arena which meant the implementation of AIDA.
- Automation of processes, unitary work-flow, real-time reporting and real-time process change, business analytics and metrics are all things that seem normal features to Happy Tour employees which use dcs Software Platform





CUSTOMER TESTIMONIAL

“ In Happy Tour Group, we consider that the greatest benefit arising from our partnership with dcs plus is their capacity to understand our innovative business concept. As leader of the Romanian tourism industry, we need to be competitive, fluid, and flexible in nowadays business environment, at the same time to provide the best tools so that our employees and partners (i.e. Associated Agencies) may use to constantly improve the productivity. TINA (ERP – Enterprise Resources Planning), TBS (Front Office and Distribution), which represents the platform behind our Happy Booking distribution system, and AIDA (Inventory and Stock Management), help us to reach high standards and also to acquire the best results. For all of these, Happy Tour Group thanks you, dcs plus! ”

Javier Garcia del Valle, Executive Vice President/ CEO

BENEFITS

- Scalability and flexibility which allowed Happy Tour to expand also in new areas of the travel industry as well as inside new markets which keeping full control of the business
- Automation of processes meant reduced cost of operations and elimination of human error
- Real-time reporting and real-time processes change allowed Happy Tour to reinvent itself several times, no matter the challenges and keep its amazing TOP 5 position for so many years
- By working with a partner which could support through its software solutions the need of diversity of Happy Tour Group, the Travel Agency ensured that one of the essential requirement for running a successful and complex business is well taken care of.

INSIDE VIEW

“ Working with Happy Tour Group for so many years and in so many areas of the travel industry meant that we also faced new challenges and needed to always think a couple of steps ahead of today. The last 8 years together with Happy Tour thought us that by innovation and hard work one can always remain in top. ”

Andrei Raileanu – Director Mid Back Office Solutions at dcs plus

ABOUT DCS PLUS

● dcs plus is a leading travel technology company, committed to designing and developing enterprise technology solutions for the travel and tourism industry. The company designs and builds adaptable, affordable, and cutting-edge tools and services for travel and tourism professionals. dcs, founded in 2002, operates in 42 markets around the globe with partners worldwide, including Amadeus IT group and Lufthansa City Center.





INTERESTED TO FIND OUT MORE?



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Write us



Request a demo

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