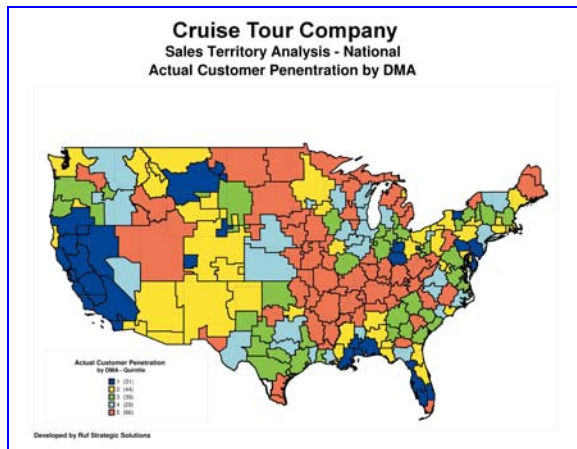


# Cruise Tour Company Uses Ruf's S.T.A.R.T. to Open New Opportunities for Sales Team

## **Background:**

A cruise tour company offers overnight cruises on America's rivers. In an effort to overcome the tourism setbacks created by weather-related disasters, the company has set out on an aggressive marketing campaign to consumers and travel agents.

Approximately 60 percent of the company's sales revenue comes through travel agents and the rest from its internal direct to consumer sales channel. The regional sales staff of the company, located throughout the U.S., has been charged with maximizing the travel agents channel by promoting the unique value of the company cruises to travel agencies and agents.

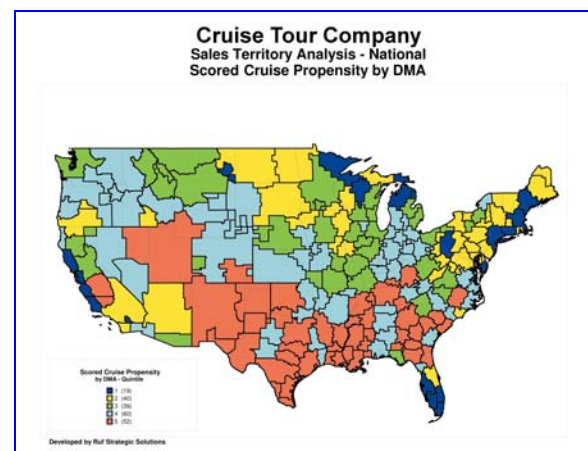


## **Marketing Challenge: Increasing sales by driving more responses and bookings.**

Although the cruise line knew which agencies were actively selling company services, they did not have information on other inactive or underperforming agencies. They also had to focus the sales staff on the

right prospects to increase response rates in their direct efforts. They could not:

- Readily identify which agencies might be under-performing, based on actual or potential customer market penetration.
- Access current and complete travel agent and prospect information; such as contact name, email address and specialty for travel agents and age, homeownership and income for prospects.
- Determine which dormant agencies presented the best opportunities.
- Easily target the best prospects for their unique cruise experience



## **Solution: SMART TERRITORY ANALYSIS & REPORTING TOOL (S.T.A.R.T.)**

By mixing multiple data ingredients together (including travel agent location and sales volume, past customers, detailed traveler preferences and many other data elements) with Ruf's proprietary analytics, the cruise line gained insight that:

- Identifies consumers most likely to be interested in this type of cruise experience.



## Cruise Tour Company Uses S.T.A.R.T.

- Segments households by literally thousands of demographic, lifestyle, purchasing and travel behavior propensities.
- Can be applied not only to existing customers but to prospects as well.

With the added power of this new, in-depth intelligence of who their best customers are, where there are more, and how to best reach them, the cruise line can:

- Maximize marketing ROI.
- Visualize market potential with radius maps around each agency.
- Execute sales strategies based upon market penetration and market potential reports of agencies showing them the pockets of untapped sales opportunities.

In addition, Ruf updated and enhanced the company's travel agent and prospect databases. By correcting and adding important information to the databases, the cruise line can effectively target the right market.

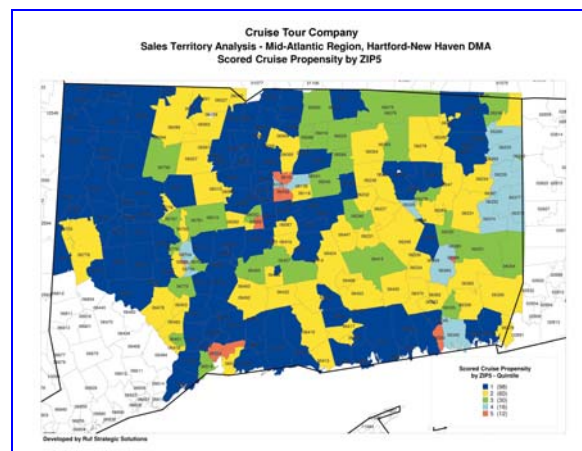
### **Results:**

With the S.T.A.R.T. solution, the company and its sales staff now are able to:

- Focus marketing dollars on the most productive market areas in a territory.
- Target prospects with a high likelihood of becoming a customer.
- View travel agencies in rank order based on customer market potential, in either spreadsheet or map formats.
- Easily access specific agency contact information, including contact name,

address, telephone and fax numbers, and email address (where available).

- More effectively manage performance based on a variety of criteria, such as state, county, DMA, sales territory, prior sales volume, or any other captured variable.
- Uncover “hot pockets” of prospects – both key travel prospects and ideal travel agents with the greatest market potential.



“Desperate times call for desperate measures. We needed to take advantage of every piece of marketing intelligence we have. Waking dormant agencies, uncovering under-performing agencies, and creating sales efficiency has helped navigate our sales team to success!”

*President of the Cruise Tour Company*

“With this new tool, I now have my territory laid out in rank order by ZIP Code, city and state. I know where my time and energy should be spent – all backed by Ruf Strategic Solutions’ proven research.”

*Regional sales manager for the Cruise Tour Company*

