

Booking alpine adventures with online forms

A company offering mountain sports and activities secured revenue by adding online payment to their booking forms for their clients

SUCCESS STORY



CUSTOMER

Adventure company

SEGMENT

Sport adventures

TARGET

Optimised booking, payment collection

VERTICAL

Tourism

BENEFIT AND RESULTS

Secured revenue, faster booking & tour tracking

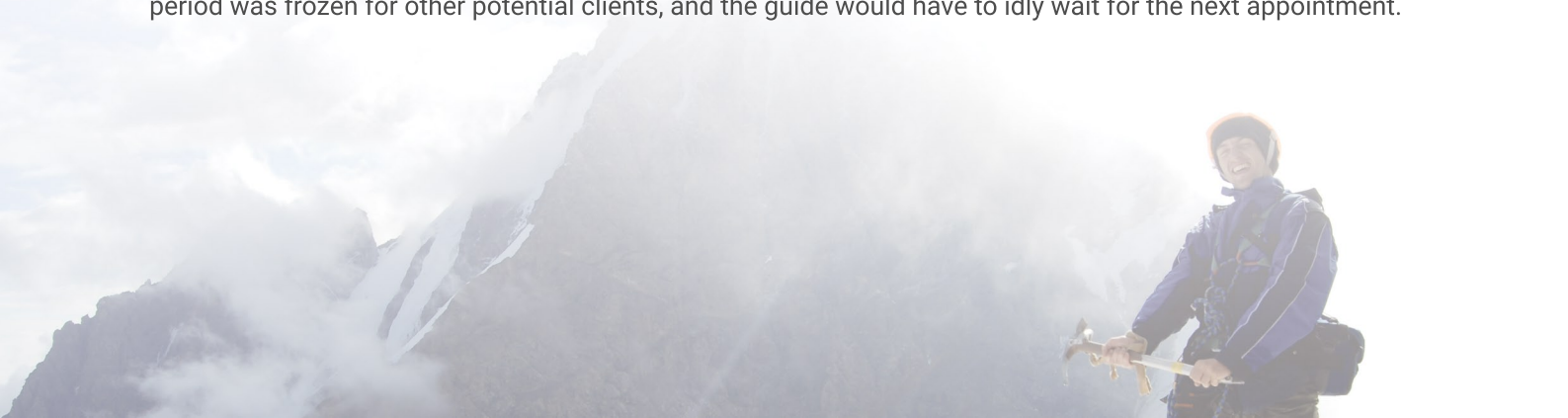
Summary

The client that will be presented is an adventure company which offers various kinds of sport activities in the Swiss Alps. Being active since the 80's, they have established themselves as a go-to place for adventure seekers looking for rafting, kayak, paragliding, ice climbing and many other activities in the mountain lakes.

Case

During summer and winter when peak seasons take place, appointments start flooding in fast, so the company needed a clean process of handling all the requests. Before, when a client decided to book a tour, an employee needed to manually check the date and whether a tour guide is available, which had to be marked on his personal sheet. If the tour guide was free, the appointments was made, and then both sheets manually synced in order to avoid miscommunication.

After booking online, the clients could only pay for it on when they got to the premises, since there was no online payment option on their website. This was a missed opportunity of securing the payment early in terms of cash flow, and sometimes even being a sales and time loss due to less serious clients booking and not showing up. Unfortunately, this was the case for 18% of all bookings made online. This meant that a booking period was frozen for other potential clients, and the guide would have to idly wait for the next appointment.



Improvements

While manually verifying and pushing each booking further down the pipeline might give somewhat extra control, it comes at a price of human error and bottlenecks which in turn result in loss of sales. In a recent analysis of their website, the client discovered that in order to fully book a tour for one of their services, specifically paragliding, a user needed to complete a 9-step process which includes completing a form and 2 employee approvals. Fortunately, the client identified this threat and started looking for services that could improve their digital processes. This is how they started using 123FormBuilder.

The client came prepared, and knew what he wanted from the product. Payment forms for each tour were the first to be added on the site, and had the largest direct impact. While bookings did drop by 12%, it proved to be a good change due to these dropped ones being unhonored bookings.

Amongst other features they needed was calendar syncing in order to remove the manual task of verifying the guide's sheet and the appointment. Also, others included automatic seat countdown that is updated in real time to be shown in the form, for users to see how many seats are still available.

RESULTS

After integrating 123FormBuilder's services, the client saw an increase in performance shortly after. Based on a call with their head of operations, this are the major highlights:

- **Faster booking.** Web forms have automated some tasks which were done manually. The 9 steps required have been reduced to only 5, with the clients having a smoother interaction of choosing the tour, booking it and paying for it.
- **Secured revenue.** The client has added a way to pay for the bookings directly online, which was a huge increase in securing sales and protecting against cancelled bookings.
- **Real-time updating & seat tracking.** Employees no longer need to cross-check documents when users book a guide, since it's all done automatically through the custom rules added to the web forms. Also, clients now see the number of seats available through the form.

Their chief of operations had this to say about their choice to integrate with 123FormBuilder:

After adding online payment, we actually celebrated the small drop in bookings. We know that those were people that end up not showing to their tour, and they are more costly for us. Besides, we now have an arsenal of tools that do what otherwise were just time-consuming operations

Conclusion

When added to key business activities, web forms automate much of what is just time consuming manual work. Besides that, forms can enable additional strings of revenue or secure it early on.

Take a look at how 123FormBuilder helped other companies automate their processes [here](#)



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