

# SIMPSON TRAVEL

Engaging Customers & Gathering Feedback



Winning in the eXperience Economy  
with better customer engagement and insight

Engaging Customers across all touchpoints,  
gathering feedback and deriving insights  
of real value is enabling **Simpson Travel**  
to improve the Customer eXperience.

Engineering Value with Technology

CapVentis

  
SIMPSON  
TRAVEL

qualtrics<sup>XM</sup>

## CHALLENGE

Simpson Travel, the award-winning independent travel company, offers handpicked holidays and Memorable eXperiences to special destinations across the Mediterranean.

A passion for personalised and individualised service underlines the drive to exceed expectations.

Simpson wanted to put in place a robust strategy and solution to engage, listen to, understand and serve customers and their needs.

7%

year-on-year  
NPS Improvement

20%

improvement in Employee  
Engagement and buy in

## SOLUTION

Simpson invested in Qualtrics XM to automate customer engagement across multiple touchpoints and leverage iQ analytics to deliver insights to the Simpson team across the organisation.

Capventis assisted in solution design and configuration, analytics, dashboards and project management. After implementation, we continued to collaborate on integrating the XM solution to the wider business and shaping the evolving strategy.

## VALUE

- Significant increase and customer participation in feedback programme.
- Dramatic improvement in data capture, management and analytics output.
- Insights that are truly actionable
- Individualised data to drive more personalised and memorable holidays.
- Win-Win (Customer-Simpson).

*“Helped by the expertise, approach and experience from Capventis, and the power and analytics capabilities of the Qualtrics platform, the Simpson Travel team is now fully connected with our customers across the Mediterranean.”*

Ed Pyke  
Operations Director,  
Simpsons Travel