



Brittany Ferries are a market leader in the travel industry West of Dover Straits, carrying 50 % of all UK passengers travelling to France and Spain.

They are also one of the largest tour operators specialising in self-drive holidays to France and Spain, with over 2000 self-catering units plus an extensive hotel programme.

Brittany Ferries have several distribution channels, including tour operators, travel agents, and directly to the public. They have an online booking facility that enhances all these channels.

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Since we contracted GOSS to host and maintain the Brittany Ferries’ sites there has been a fourfold increase in the amount of people visiting the site.
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Steve James
Sales & Development Manager,
Brittany Ferries

Requirements

Brittany Ferries required a more cost effective system to enhance their web presence and booking facilities.

They selected GOSS to provide an integrated system, which included:

- Content Management
- Application integration
- Online booking facility
- Fully managed hosting and disaster recovery
- Ongoing monitoring and support
- One supplier, one solution

The Solution

GOSS recommended the WEBSITE Solution. Its core technology, iCM, allows the Brittany Ferries sites to be updated ‘live’ in seconds, and managed on a day-to-day basis locally. This approach gives the user full control over content, providing greater flexibility in influencing the experience of their customers and other target audiences.

The WEBSITE solution provides Brittany Ferries with the ability to control content across several sites in different languages (English, French, Spanish and German), enabling them to appeal to a far greater audience.

The Brittany Ferries websites are highly scalable and built on open standards, providing Brittany Ferries with the flexibility to continue evolving their sites inline with the requirements of their customers.



The Implementation Process

With the use of the GOSS Professional Services, a bespoke online booking engine was developed for the sites, minimising internal re-engineering. GOSS provided continuous support, research and development, including the training of staff in using the applications. GOSS also provided effective project management and a successful and timely deployment.

Brittany Ferries also required a fully managed service, which included hosting and content management for their five sites. They had considered hosting in-house, but believed it would be more beneficial to use a professional, integrated and cost effective service, as they needed a secure system, to deal with bookings online. They also needed a solution and service that was robust, reliable and scalable.

GOSS Managed Services created the successful progression of online business, understanding and implementing the specialist infrastructure required by modern commerce websites.

Outcomes and Interest Areas

Brittany Ferries have developed their online presence and booking systems in partnership with GOSS since 2000.

The growth of the sites has been remarkable, rising from 517,748 in 2000 to 1,114,339 in 2002.

Over 200,000 ferry bookings have been made online since 2000, with three times as many in 2004 than in 2001.

Brittany Ferries' turnover has more than doubled since 2000. The cost of taking a booking online in 2002 was £2.11 (and falling) against £14.67 for a call centre. By the end of 2002 a saving of £1 million had been achieved through online bookings.

Brittany Ferries are constantly improving their website. By introducing a bespoke FlashMX booking system in 2004, their customers are now able to book ferry trips without needing to refresh the entire page each time they change information or navigate to a different screen. The FlashMX interface also provides a more intuitive and interactive method of booking online.

They have also introduced sites specific to freight customers, and developed an XML-based platform "Freight Track and Trace" enabling the freight customers to track their vehicles whilst on board. This facility was built to allow Brittany Ferries to monitor the transit of goods.

The Future - Accessible Re-Design

The future looks good for Brittany Ferries and they are planning to expand further. They want to create more complex transactions, including multiple centre online booking, and online booking for their freight customers.

Brittany Ferries are now considering a re-design and re-development of their sites, to maintain a fresh look for the end users, to expand functionality and to meet the accessibility guidelines.



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