



ventrata

Client case study:
Fat Tire Tours

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Industry-leading features with custom integration



Fat Tire Tours create safe, fun, and unforgettable experiences

Client overview

Fat Tire Tours was founded in 1999 by David Mebane with the goal of bridging the gap between English-speaking travelers and Paris using a simple, three-hour bicycle tour.

Today, with locations across Europe and the United States, the mission remains: to provide safe, fun, and unforgettable experiences through superior customer service that creates memories and smiles that last a lifetime.

Challenges

- Fat Tire Tours required a booking platform which combined powerful booking functions and which could also be customised to suit business and operational needs;
- They needed global support across time zones to react quickly and take action to resolve issues and support users;
- They required ecommerce functionality to up sell, cross sell and maximise revenue per customer;
- They required various reports to span the needs of customer service, finance, and operations all within one platform and with little lag time.



Ventrata enables powerful booking functions which can be customised to suit business and operational needs

The solution

- Ventrata provided a robust and versatile cloud-based booking solution with custom development to suit the business needs.
- The experienced software development team led by CEO and Founder, Olly Morgan, completed custom work including integration with established websites to allow for maximum creativity and user experience (UX). This also brought the benefits of a powerful backend booking solution while also having minimal disruption on service;
- The support team at Ventrata are spread across the globe allowing for 24 / 7 live chat support (with real people), 365 days of the year. They provide a response time of five minutes to any query. Chat support is available to all users in the back office, in third-party sales portals and at points of sale. Support comes as standard on all Ventrata packages;
- Built with sales in mind, the Ventrata booking solution is built to reduce friction and maximise conversion during the online sales process. The checkout is designed using best practice UX principles layered with familiar ecommerce functionality to encourage customers to spend more through upsell opportunities. This can be easily set up, managed and monitored to ensure maximum revenue per customer.
- Data can be compiled in a number of ways and report templates saved so as to reduce the time spent generating regular reports and allow all staff to access the information they need to make intelligent business decisions.

Results

- Ventrata have delivered on all custom integration and design requirements which has reduced administration time, increased efficiency and provided enhanced reporting functionality across all Fat Tire Tours global operations;
- The online support, which is provided throughout the set up and onboarding phase, as well as throughout the operation has allowed for quick adaptation for all users. The support time, which is advertised as five minutes, is often much less than that with most queries responded to by live agents in around one minute;
- The checkout functionality now allows for enhanced cross- and up-sell options. This will result in increased average order value.



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