

Club Med reduces expenses with cost analysis and recommendations from RM Factory.

THE COMPANY

Club Med is a global vacation resort company, best known in Europe as the ultimate beach holiday supplier.

THE CHALLENGE

Move more sales internally, improve performance metrics and production capabilities while not only controlling but reducing costs.

REQUIREMENTS

Cost savings had to be realized without negatively impacting the customer experience or diminishing the brand, yet improving production and sales conversion.

SOLUTION

RM Factory's full assessment included short and long-term plans to save the client money in existing operations as well as with new contracts.



BUSINESS CHALLENGE

Club Med is an international resort business. The category is highly competitive, with high priced, highly customizable travel packages. As a result, 90% of their sales are generated through the phone channel. Moving more sales away from third parties was a key strategy in improving their profitability. But with 3 internal call centers for the North American region (in 3 different counties) and logistics and costs increasing, all revenue gains from migrating more direct sales were being eroded.

RM FACTORY'S SOLUTION

RM Factory conducted a full operations assessment. This included extensive analysis of costs, labor, audience coverage, vendor and system integration and performance metrics. The final recommendation included improvements with:

- Insourcing consolidation and contract renegotiation solutions
- Outsourcing alternatives and integration
- Adding marketing & channel automation capabilities
- Leveraging technology and labor utilization internally
- Reengineering customer engagement processes to gain operational efficiencies
- Modifying labor compensation to be commensurate with market conditions to reduce churn and improve sales acumen

**For additional information about RM Factory,
please call 800-548-5099 or visit www.rmfactory.com.**

RESULTS

- Client earned millions more by implementing short-term operational efficiencies
- Further savings were realized by using the recommendations to renegotiate contracts and better compensate sales performance internally.

RESULTS

- Consolidations reduced operating costs by 18% annually
- Performance/production metrics improved, increasing revenues by 26% in the first quarter
- The long-term recommendations provided leverage for the client to renegotiate shorter term financial contracts

About RM Factory

RM Factory's unique methodology for delivering improved business results lies in an integrated approach to Sales & Marketing. Living at the nexus where marketing and sales converge, RM Factory bridges the two to improve your bottom line. How? By architecting high performing go-to-market roadmaps and aligning those with state of the art technologies, codified operating processes and time tested business rules. RMF works across channels to insure programs are flawlessly executed, leads are generated and nurtured, and ultimately sales are delivered.

**For additional Information about RM Factory,
please call 800-548-5099 or visit www.rmfactory.com.**