

Integrated, modern itinerary building

A Kaptio Case Study for Multi-day FIT Bookings

Featuring **Travel Nation**

Customer

Travel Nation, UK-based specialist in around-the-world and tailor-made itineraries for discerning FIT travelers

Multi-day Tour Type

Multi-destination, long-lead time, high-value itineraries (average booking duration: 39 days)

Pre-Kaptio Pain Points

Long, laborious itinerary building processes and slow response times

Kaptio Success Metrics



Hours saved

per customer for every single itinerary



80% user satisfaction rate

of end-user sales and travel specialists



10% increase in turnover

achieved last year since launching Kaptio



66% conversion

with existing clients who make enquiries



One in three rebookings

customers are repeating their business

In the Beginning

The World in One Booking

Travel Nation creates highly complex, tailor-made trips around the world for FIT travelers. Known for offering long, intricate itineraries booked well over a year in advance, the company's consultants handle some of the most demanding and personalized trip requests in the industry.

The Challenge

Disconnected Systems, Delayed Responses

Before Kaptio, **Travel Nation's** consultants juggled **multiple unconnected systems**:

- Emails via Outlook
- Pricing in Excel (with fragile formulas)
- Quotes sent using separate online itinerary builder
- Payment requests by manual email
- Rebuilding itineraries in a back office system for accounting

This workflow meant:

- Many hours per itinerary in manual work
- Entire itinerary rebuilt in different systems
- Up to 3-week wait times for sales agents to respond to new inquiries
- No linked communications or shared data across systems = limited visibility and errors



The Kaptio Solution

One Platform, End-to-End

With Kaptio's modular, Salesforce-native platform,

Travel Nation consolidated and streamlined their operations.

Key features used:

- **Kaptio Sell:** For building itineraries and handling sales
- **Kaptio Connectivity & Flight Systems APIs:** For integrating third-party supplier content
- **Custom-built shell templates:** For common excursions and tours

Key Upgrades:

- Seamless Marketing Solution → Salesforce inquiry flow
- Embedded payment links in documents, enabling after-hours payments
- Star rating system for lead prioritization
- Unified system for quotes, confirmations, invoices

User Feedback

What end-users are saying about the Kaptio Platform

Noted benefits include fewer systems used daily, increased visibility between teams, easier customizations, less errors in bookings. Moreover, **Travel Nation** saw:

80%+ of users reported satisfaction in internal surveys

Reporting capabilities now support **business intelligence** efforts and **dashboard data monitoring** previously impossible with legacy tools

Feature requests highlight ongoing improvements and **partnership approach** to working with Kaptio: further click reduction and itinerary-view tracking

“There was lots of room for errors, everything was manual. There was no integration of good documentation. Kaptio changed that.”

Efficiency Gains & Tangible Impact

Post-Kaptio implementation, the benefits were immediate and measurable:



Hours saved per customer through less manual itinerary rebuilds



Same-day itinerary no more full rebuilds in booking process



All client information centralized, creating a single source of truth CRM



Massive reduction in response times (from 3 weeks to near-instant)



Clients can now book or pay anytime, outside of business hours



10% increase in turnover generated since going live with Kaptio

Looking Ahead: What's next for Travel Nation

Travel Nation continues to push the boundaries of tailor-made travel, now with a flexible, intelligent platform underpinning every interaction. With Kaptio, they've not only solved their operational bottlenecks — they've scaled their business and improved customer experience along the way.