

Bourne Leisure

About the company

Bourne Leisure is the UK's leading provider of holidays and holiday home ownership in the UK, with a turnover in excess of £700 million. Within the group are well known and established brands such as Haven, British Holidays, Warner and Butlins.

The company, which boasts 35 years experience, offers caravan holiday home ownership through its Owners Exclusive programme at 36 of its holiday parks.

The requirement

Bourne Leisure is an organisation which is dedicated to continually improving and streamlining its business processes.

Leaders tasked with this understand that 'outsourcing' some of the analysis and project management work involved in refining processes enables them to get a fresh perspective on the issues – free from internal politics which can often hinder such initiatives.

Our solution

Ellion Insight analysts and project managers work closely with staff of many different departments and disciplines at Bourne Leisure from IT to Marketing and Human Resources in the documenting of internal processes and procedures.

We supplied analysts and programmers for the Reporting Services team which researched and studied the reporting requirements across the organisation and developed the software for delivering the initial batch of reporting tools.



We also helped devise and set-up the Design Group which was tasked with improving cross-departmental communications.

Ellion Insight was asked to conduct an analysis of the company's loyalty scheme Freedom Trail and prepare recommendations for developing a more sophisticated customer relationship management strategy

Quotes

"Ellion Insight have been able to provide analysts and project managers of the highest quality. They clearly understand the processes involved in the travel business, talk the same language and their interpersonal skills have enabled us to implement some of the more sensitive or controversial internal initiatives."

Mike Tomkins, Systems Accountant, Bourne Leisure

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