



Customer Story: Brittany Ferries

Enabling an industry leading enterprise to take a new approach to transformation: self-sufficient, iterative and risk-mitigated.





Introduction

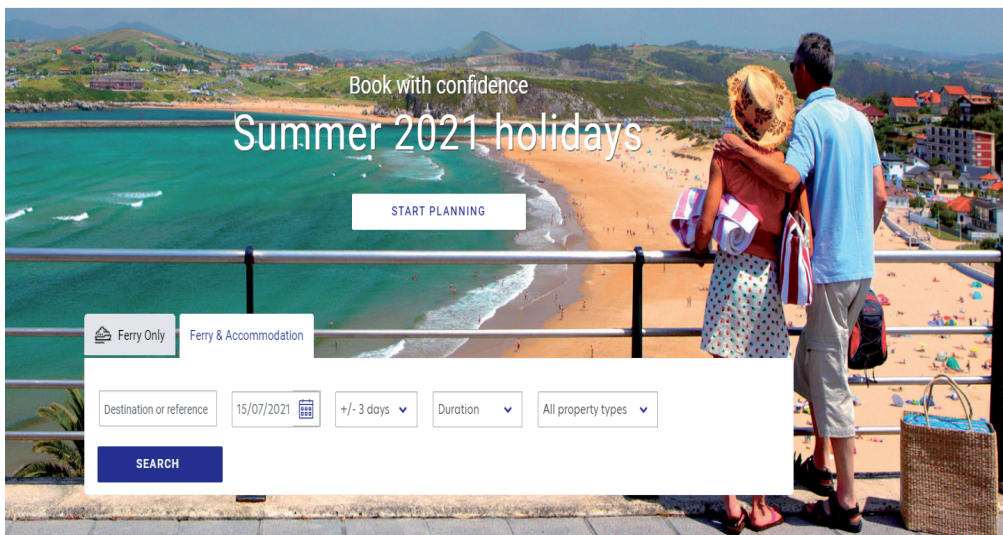
In late 2019, Brittany Ferries chose to partner with AMIGO to address two pressing needs in the online experience: new home and promotions pages. Brittany Ferries had designs for these new experiences, but no means of delivering them in a meaningful timeframe. Working with AMIGO, the new experiences were delivered within two weeks.

Approach

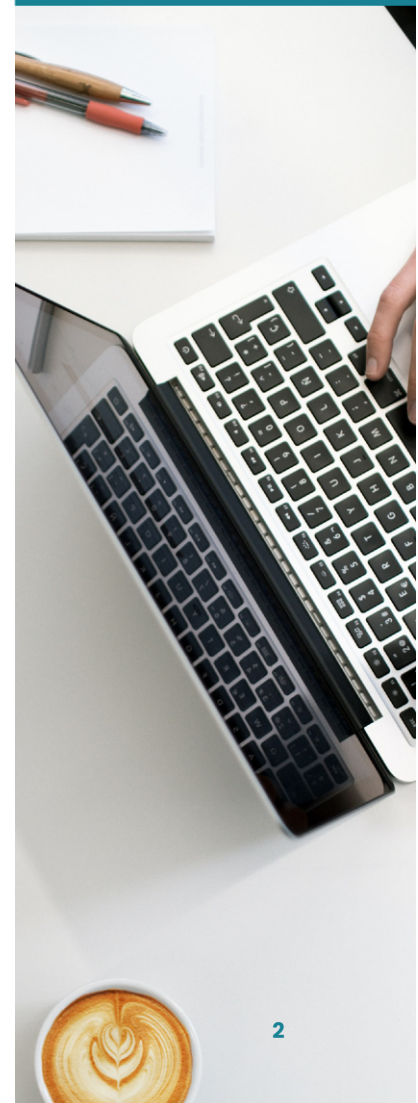
Brittany Ferries's technical resources were focused on transforming front and back end systems, including the delivery of entirely new websites for the UK and French markets. As a consequence, there was little spare resource to address improving the existing experience.

Brittany Ferries's digital team knew what improvements they would like to make to the online experience, but did not have the means to make these changes, or assess their impact.

AMIGO provided a parallel content management system that sat alongside Brittany Ferries's existing back end systems. This provided Brittany Ferries with flexibility, speed and control over these key steps in the customer journey.






The homepage design was simplified. New deals and destinations sections were added, creating easily accessible packages for users to view, directing them to the booking page.





FERRY + ACCOMMODATION




From family-friendly chalet camping, hand-picked hotels and pre-planned car tours, to traditional gites and casas, we have something for everyone in our great range of sail & stay holidays with free amendments and Covid-19 cover included.

 <p>FROM £714 P/W</p> <p>FERRY + GITE St Denis De Méré</p> <p>France > Normandy > Clécy</p> <p>DETAILS</p>	 <p>FROM £651 P/W</p> <p>FERRY + CHALET CAMPING Yelloh! Village les Mouettes</p> <p>France > Brittany > Carantec</p> <p>DETAILS</p>	 <p>FROM £270 PP</p> <p>FERRY + HOTEL Domaine de la Rançonnière et de Mathan</p> <p>France > Normandy > Bayeux</p> <p>DETAILS</p>
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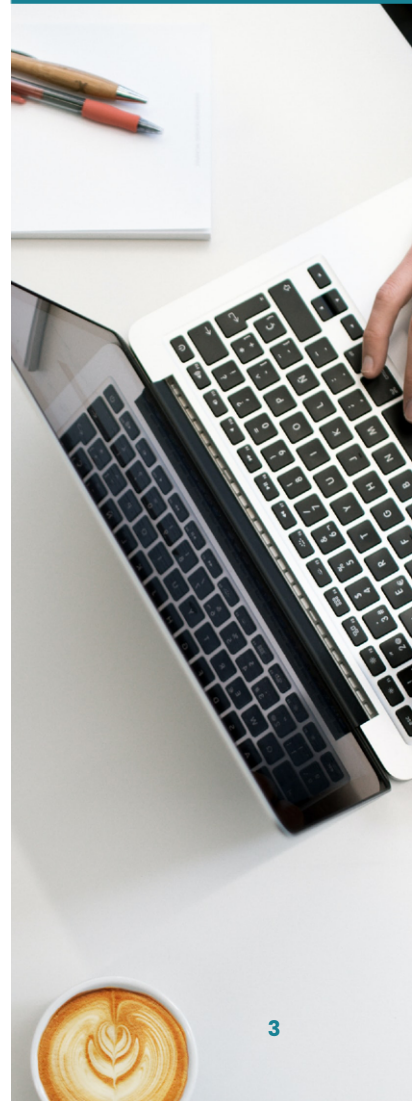
As the Covid-19 crisis arrived, Brittany Ferries were able to respond quickly, highlighting why users could book with confidence.

PLAN FOR FUTURE TRAVEL WITH CONFIDENCE

Make the most of added flexibility and Covid-19 cover available on all ferry-inclusive holidays. Book with confidence knowing that you are covered should your plans need to change.

 <p>COVID-19 COVER AVAILABLE</p> <p>Enjoy peace of mind with travel insurance available to cover costs should you be unable to travel or fall ill whilst away.</p>	 <p>LOW DEPOSITS & FREE AMENDS</p> <p>Secure your holiday with a deposit of just £50 per person and enjoy no amendment fees up until 30 days before travel.</p>	 <p>FINANCIAL PROTECTION</p> <p>Book a ferry-inclusive holiday and relax knowing your money is safe due to our ABTA membership.</p>
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The new content management system allowed Brittany Ferries to push changes live within hours, much more quickly than by conventional means, allowing them to respond dynamically to rapidly changing commercial and legislative environments.





Before State

- The Customer experience is almost unchangeable as technical resources are focused elsewhere.
- There is none of the iterative change that generates momentum behind transformation, due to the time and cost of innovation.

With AMIGO

- A step on the road to transforming the customer experience is taken without impact on Brittany Ferries's technical resources.
- Immediate commercial benefits are realised, no longer contingent on long timescale infrastructure changes.
- Brittany Ferries can react quickly to changing external pressures.

