

CAPITA | Customer solutions



Fáilte Ireland case study

Fáilte Ireland is the National Tourism Development Authority. Its role is to support the Irish tourism industry and to sustain and promote Ireland as a high-quality and competitive tourism destination. Capita Customer Solutions has worked in partnership with Fáilte Ireland since 2013 when we became responsible for the assessment, registration and classification of tourism businesses that are approved, or seeking to be approved, within the National Quality Assurance Framework (NQAF). Our service delivery encompasses the complete business registration life-cycle from the initial registration through to the inspection and assessment of the premises and on to all subsequent renewals.

Today, a field-force of highly experienced assessors conducts 3,000 assessments per annum, supported by a centralised administrative function based in our Clonakilty head office in Co. Cork. The team handles queries and provides assistance to the field assessors that allows the latter to concentrate on their core activities. They also conduct quality assurance reviews of the inspection reports. The evaluation is a key performance indicator for our assessors and ensures an unrelenting focus on quality throughout the process.

The procedure that Customer Solutions assumed was wholly paper based. After implementing the programme we launched a transformation initiative in partnership with Fáilte Ireland to digitise and enhance the end-to-end processes by:

- Designing and developing a new registration portal that facilitates automated registration and renewals and payment processing capabilities across multiple channels
- Streamlining the multiple application and renewal forms and synergising questions where

overlap existed

- Introducing digital tablets for assessors to capture and upload the audit details electronically

The new model has delivered more efficient business processes through quicker turnaround times, enhanced data capture and improved reporting/ analytics capability. From taking over a completely manual process we have achieved almost 100% online registration. The ultimate beneficiaries have been Irish (and overseas) tourists who now receive improved and more timely information that allows them to make informed decisions about tourism industry providers. As part of this contract and the new online facility we are now helping Fáilte Ireland develop their own CRM system.

We are extremely proud of the work we provide in partnership with Fáilte Ireland. The following testimonial by John Mulcahy, Head of Hospitality with Fáilte Ireland verifies this:

"The success of that collaboration can be measured by the reaction from our stakeholders, and, in our experience to date, our stakeholders, both public and private, have been more positively engaged and understanding than heretofore. This, to us is success"

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