# rovia

**Global Travel Agency Increases Productivity by**
**32% with OptimumHQ**

# optimum HQ

# Learn more about Rovia's implementation of the OptimumHQ software and how it changed the way they work.

## Executive Summary & Review

In this white paper, find out how OptimumHQ was implemented to streamline and dramatically improve the workflow process for a $300 million travel booking corporation.

Rovia is an award-winning travel and service provider for membership-based global travel. Since its inception in 2005, Rovia has established itself as a leader in the industry, catering to the needs of its customers as well as travel agents for both individual and group travel. The company operates in more than 70 countries and has offices in Texas, South Carolina, Amsterdam, and Hong Kong.

Before OptimumHQ, Rovia employees were using spreadsheets and various databases to store the immense amount of data needed to build and schedule travel excursions. This process was error-prone and led to duplicate work across all company departments.

For every trip sold, the team would have to enter the information into multiple Excel documents. Each spreadsheet had different functions and duplicate copies of key datapoints: some managing the workflow and tracking ownership across departments; some for the price of the product, of which they had different versions for different product types; and one for credits for the consumer to use for purchase. Then, some of that disparate information was also compiled into an Access database.

> " *Before implementing OptimumHQ, the Rovia team relied on thousands of spreadsheets to manage their data.*

The team also had other various Excel workbooks: some having as many as 10 different tabs, filled with details on products that the team would have to individually update. Whenever trip changes were made, the changes would need to be manually copied through to all spreadsheets and databases (or even more scary, sometimes the changes were not copied through).

In the span of one year, the Rovia team used tens of thousands of Excel documents to manage their workflow and product.

The team also augmented their workflows and gaps with other processes, utilizing Sharepoint, online forms, Google drives, and various other online tools which helped for one specific task, but were incapable of tying all their processes together. Hence, there was no significant improvement,

and this only ended up increasing complexity and confusion. As with many large organizations, limited corporate IT and technology resources were focused on enhancing external customers' experiences rather than addressing internal workflow needs. The solutions they did try were only a temporary fix and did not make the process better in an appreciable way.

Fortunately, Rovia found another option: OptimumHQ.

## Timeline and Forward-Thinking Plans

### The first phase of OptimumHQ development began in March 2017.

Rovia's first order of business was to see if Optimum really could solve their workflow problems.

This first "bootstrap" phase was designed to solve one particular pain point quickly and efficiently. Within just 2-3 weeks of development, dashboards were created within Optimum for each department, from procurement to contracts to approvals and more. A trip would move from one step to the next; each group would be responsible for documenting their part of the process, and Optimum was used as just a simple – but powerful – workflow tracking tool.

The Rovia team saw significant improvements in productivity and advanced visibility of where things were happening within the organization.

Each phase after that focused on one department. Each department worked with Optimum in defining not only the work they needed to track and produce, but what aspects of the trip they were focused on. Once the department's data and workflow were loaded into the system, Rovia could retire spreadsheets or databases one by one and rely solely on Optimum. The team experienced more and more efficiency gains as employees realized they could run their entire process from within one system. After implementing Optimum company-wide, Rovia reduced their overall data entry time by 32 percent.
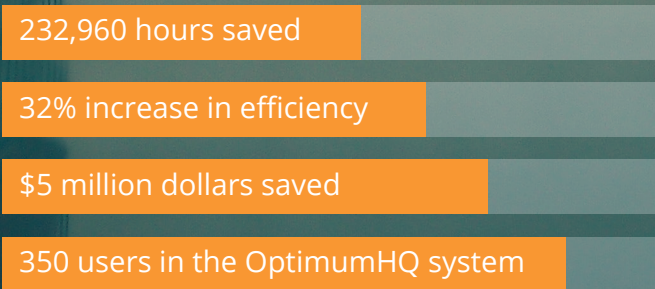
*Rovia reduced the time spent on data entry by* **32%**

# The Rovia team has full visibility on what has been done and what is in progress.

**FIGURE 1: Screenshot of the Rovia dashboard in OptimumHQ**



This increased visibility is one of Optimum's most valuable features, says Annette Weaver, Business Improvement Director at Rovia. "We used to have to open multiple Excel documents to see one thing and it would take a day or two to run reports. With Optimum, we can access our data from the touch of our fingers. We now know more about our business from a glance."

232,960 hours saved

32% increase in efficiency

$5 million dollars saved

350 users in the OptimumHQ system

Since implementing OptimumHQ, Rovia employees have freed up 232,960 working hours annually that can now be spent on more important things.
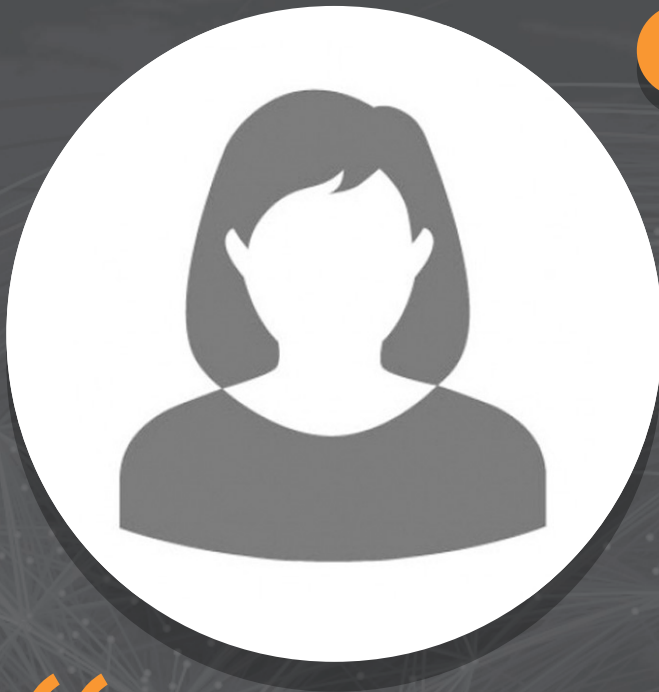
> "Optimum has made our lives so much easier, we wish we'd done it earlier.

**- Annette Weaver**
*Business Improvement Director*

Since implementing OptimumHQ, Rovia employees have saved 232,960 working hours annually; they are now able to spend that time on product enhancements instead of manual data entry.

Rovia is continuing to find other areas where they can leverage the tools that Optimum provides. Most recently, they have gone beyond using Optimum soley as their procurement/travel management system.

Optimum has been utilized as the back-end software for inventory management, as well as connecting front-end sales websites to data within Optimum through Optimum's rich APIs (application programming interface). New product lines can be added within the span of a week or two instead of months. Vendors are also able to log in to the system and manage inventory directly, making adjustments as needed. Instead of having to use email for all communications back and forth between procurement and invoicing, everything is automated within Optimum.

Additionally, several of Rovia's team members have participated in Optimum training and are able to make adjustments or changes in the system themselves. This allows them to create new functions and augment existing workflows and datasets without relying on their technology departments or outside consultants for much of what they need. There is no programming required to make updates within the Optimum Portal: only a solid understanding of how workflows are created and managed.

Currently, Rovia has 350 employees working within the Optimum system.

# travelweekly

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### Top 40 travel suppliers in the world

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### North America's Leading Curated Group Travel Agency

## Concluding Statement

Using OptimumHQ, the Rovia team is able to view all details of their trips planned for the year and manage their entire workflow process from start to finish – in one smart system. Heightened visibility into their workflow and process enabled Rovia to identify bottlenecks and make modifications quickly and effectively without additional development time. Gone are the days of using thousands of spreadsheets per year and being inundated with email updates.

OptimumHQ fills a need where there is no other solution present, and when custom systems are unattainable or unpractical. OptimumHQ's Software as a Service (SaaS) platform lets users enjoy the benefits of custom software without the expense, delay, or headache.

Traditional off-the-shelf software solutions are not ideally suited for a company like Rovia, which led to their team working in spreadsheets and emails. Had they not implemented OptimumHQ, a complete custom software solution would have to be developed from scratch to meet their unique business needs. By choosing OptimumHQ, Rovia saved thousands of dollars and hours of development time. Additionally, in their first year after implementing Optimum, Rovia saved nearly $5 million in manhours and expenses related to inefficiency.

Optimum provided the ability to put a custom solution in place that matched Rovia's needs exactly.

**Learn more about OptimumHQ | www.optimumhq.com**

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