

deem® Customer Success Story

Customer



“Affiliate Connect has increased our productivity by having essentially the same amount of people complete more transactions.”

Jason Ramos Director, Client Services

Location

Mahwah, NJ

Industry

Chauffeured Transportation

Fleet

350+

Website

flytetymelimo.com

The Challenge

With over 350 fleet vehicles and operations running in cities worldwide, Flyte Tyme’s affiliate network needed a more streamlined farm-out process to help it save time and money. “We had a whole department that was confirming changes cancellations, new bookings,” said CEO Tim Rose. The affiliate process was made up of a combination of emails, faxes, and some integration with providers who were on the same software system. In short, it was a very limited process.

Complications due to human error – misinterpretations or miscommunications – “caused us to be on the phone a lot just for one reservation,” remembered Director of Client Services Jason Ramos. “The worst part was [the affiliates] not entering the information properly, which in the long run cost us money because the information was incorrect, the customer got missed, stuff like that.”

The Solution

Beyond spending thousands of hours on confirming transactions for new bookings, changes, and cancellations, the company began to see an even bigger cost emerging. Ramos said that the straw that broke the camel’s back was when the organization started to lose money because of mistakes. “Sometimes on a good day, [it was] just the cost of the ride. But on a bad day, it [would] be an actual account.”

Challenge

Flyte Tyme needed a new solution that would:

Save time and effort by automating processes

Improve accuracy and reduce human error

Simplify onboarding for new affiliates

Results

After switching to Deem Affiliate Connect, Flyte Tyme has seen:

Increased productivity due to a more automated process

Faster, more accurate, and safer transmission of customer transportation information

Reduced human error and more cost-effective staffing

Setup time reduced to about 30 minutes per affiliate

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Flyte Tyme knew that it needed a new solution, and decided to go with Deem's Affiliate Connect because, as Rose puts it, "We were looking for the most bang for our buck" and "they had the integration because of Saturn to many of the back office solutions."

The implementation process "was pretty good, fairly simple, and we were able to get a lot of affiliates who we already had in our network on it," said Ramos.

The Results

Ramos estimated that Flyte Tyme has saved between 40-80 hours because of Affiliate Connect. "We no longer needed the additional staff to actually reconfirm and manually type in confirmation numbers." He summed up the company's experience with the product by saying that they "look forward to everything else that Deem has to offer!"

"It's definitely cut down the amount of man hours and streamlined the process."

Tim Rose CEO