

Vacation Discounters, Inc. Bolster Growth Via Enhanced Communications from AT&T Companies

CHALLENGES

San Ramon, California-based Vacation Discounters, Inc. is a travel agency dedicated to creating and selling luxury cruise vacations, as well as discounted, all-inclusive custom vacation packages to Hawaii, Tahiti, Mexico, the Caribbean, and Alaska, among other locations.

Vacation Discounters was founded by Nancy Vinson, a 20-year veteran of the travel industry. Vinson is well-traveled and believes luxury vacations can be made affordable to almost anybody.

"Vacations are big investments of our clients' time and money, so we help make them both special and reasonably priced without compromising quality," said Vinson.

Vinson offers several unique policies to Vacation Discounters customers, such as one-on-one personal vacation planning and protection from cancellation and rescheduling fees. With 23 travel specialists on staff, Vinson depends on the efficiency and reliability of her telecommunications network to help gain a competitive edge in today's travel industry, as well as support her company's business growth.

SOLUTION

Vinson selected products and services provided by the new AT&T family of companies¹ to support her business. Vinson uses SBC Yahoo!® DSL² service to communicate with existing and potential clients via her company Web site, www.vacation-discounters.com. On the site, customers can inquire about specific tour package prices or make online reservations to meet their specifications. After customers transmit their vacation preferences, they are subsequently contacted by a Vacation Discounters travel specialist who further assists them in planning the details of their vacation.

Many travelers go online to research and compare vacation packages, making it crucial for Vacation Discounters to have a solid and usable Internet presence that invites customers to conveniently inquire about travel package rates and special deals.

Additionally, visitors to the Vacation Discounters Web site can view tour package descriptions and photos of select locations, compare discounted trip rates, and gather hotel and car rental information prior to speaking to a travel specialist. This, in turn, enables each member of the Vacation Discounters team to increase efficiency and service more customers.

AT&T companies also provide Vacation Discounters with reliable and cost-effective local, long distance, and toll-free telecommunications services which quickly and proactively meet the needs of customers from locations both near and far.

RESULTS

Dependable telecommunications services from AT&T companies have helped Vinson in her efforts to better serve customers. By making vacation planning both quick and easy, and offering free e-mail notifications of special deals and incentives, Vinson promotes repeat business for Vacation Discounters.

"When the customer's burden of planning the perfect getaway is eliminated, investing in a vacation becomes a more pleasant experience," said Vinson. "Repeat customers are very common to us."

In a marketplace where businesses gain a competitive edge through outstanding customer service, AT&T companies help Vacation Discounters operate in a manner that provides the one-on-one attention that customers desire.

"When a customer puts the planning in our hands," said Vinson, "a lot of trust is invested in our ability to plan a special vacation at an affordable price."

¹Services provided by former SBC companies, which are now part of the new AT&T Inc.

²With the close of its acquisition of AT&T Corp., SBC companies are currently making the necessary legal and regulatory filings required to offer products and services under the new AT&T brand.

About the New AT&T

AT&T Inc. is one of the world's largest telecommunications holding companies and is the largest in the United States. Operating globally under the AT&T brand, AT&T companies are recognized as the leading worldwide providers of IP-based communications services to business and as leading U.S. providers of high-speed DSL Internet, local and long-distance voice, and directory publishing and advertising services. AT&T Inc. holds a 60 percent ownership interest in Cingular Wireless, which is the No. 1 U.S. wireless services provider with more than 52 million wireless customers. Additional information about AT&T Inc. and AT&T products and services is available at www.TheNewATT.com.



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Nancy Vinson
Vacation Discounters, Inc.



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