



## Windows Vista Customer Solution Case Study



**Customer:** Travel-N-Relax  
**Web Site:** [www.travelnrelax.com](http://www.travelnrelax.com)

**Customer Size:** 2 PCs

**Country or Region:** Western U.S.

**Industry:** Professional Services  
Entertainment

**Partner:** Dynamic Data Technology Group

**Partner Web Site:**

[www.dynamicdatatech.com](http://www.dynamicdatatech.com)

### Customer Profile

Travel-N-Relax is a Colorado based travel agency specializing in cruises and destination vacations.

### Software and Services

- Windows Vista Ultimate 32-bit and 64-bit SP1
- Microsoft Office Professional 2007
- Microsoft Small Business Server 2003



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[www.windowsvistaexperience.com](http://www.windowsvistaexperience.com)

## Windows Vista Tools Help Deliver Better Customer Service

“Windows Vista has a number of enhanced Tablet PC tools that help me get my work done faster. For example, Pen Flicks speeds document editing with pen movements that are short -cut commands.”

Rob Hale, President, Travel-N-Relax, Inc.

*Inspired by his employment with Disney World, Rob Hale, owner of Travel-N-Relax travel agency is weaving his own brand of customer service magic to find and retain clients. Creative marketing and affinity programs help secure clientele along with the use of technology. Using the expertise of his IT consultant, Dynamic Data Technology Group, several features in Windows Vista are playing an important role in the success of his business.*

### Business Needs

The main challenge for Rob Hale, Travel-N-Relax owner and travel concierge, is finding ways to build relationships and interact with clients. As a previous Disney World employee, Hale comes from a marketing tradition that has become a world standard in service—treating each customer as a guest.

For example, Hale has created a customer affinity program where clients earn points redeemable for travel accessories or upgrades. He is re-designing his website to

be more interactive. Clients will be able to post pictures and share their experiences. A blog is another tool that Hale uses to provide an on-going stream of information and tips while personalizing his out-reach efforts. What other customer service magic is Hale looking into for the future? Think audio and video emails or internet radio and TV. One new-edge marketing approach may include the creation of a travel agency within Second World, a virtual interactive, Internet-based community.

“I try to deliver the ‘wow’ factor to every



client's vacation," noted Hale. "It secures my customer base and spreads the word to prospective clients."

Obviously, technology plays a vital role in Hale's efforts to build his travel agency, and the features in Windows Vista are contributing to the success of the company

## Solution

### Instant Search

Windows Vista Instant Search rapidly searches for any type of file—email, spreadsheet, photo, graphic, video, audio, text—found anywhere on Travel-N-Relax computer hard drives.

### Windows Mobility Center

Windows Mobility Center puts the most frequently used mobile PC settings in a single location. Now users can change display brightness, volume, power plan, wireless network and synchronization from one place.

### New Tablet PC Tools

Windows Vista enhances pen functionality by adding Pen Flicks. These are gestures that a user can make with a tablet pen to quickly navigate and perform shortcuts. Navigational pen flicks include drag up or down, move back or forward, enhanced ink erasing, and automatic handwriting learning.

### Security Center

Security Center provides users a single view of current firewall, anti-virus, spyware and Internet security settings. In addition, users receive automatic updates and the ability to control all downloads and computer access.

### Snipping Tool

Travel-N-Relax users can capture a snip (or screenshot) of any object on their screen—whether it's part of a website, document, or program. They can then add handwritten

comments to the snip and save it or send it in an email message.

### Windows Aero

Thumbnail images and Flip 3D features provide increased efficiency in document management by viewing images of folder contents without re-opening the folder.

## Benefits

### ■ Better Mobile Management

"Windows Mobility Center helps me manage all of my mobile computer needs in one spot," said Hale. "I can easily connect to any Wi-Fi network, monitor battery life and synchronize my PDA to my laptop."

### ■ Better Tablet Tools

"Windows Vista has a number of enhanced Tablet PC tools that help me get my work done faster," noted Hale. "For example, Pen Flicks speeds document editing with pen movements that are short-cut commands."

### ■ Instant Customer Service

"Instant Search helps me quickly put my finger on all the client's documents at the same time regardless of where they were filed," said Hale. "It helps me deliver the level of customer service I'm striving for."

"The Snipping Tool helps me create more engaging emails and stay in touch with my clients," commented Hale. "For example, it's very easy to snip out a new piece of tour information from a Spain website and pop it into an email. It's quick, looks great and helps underscore my commitment to customer service."

### ■ Computer and Client Protection

"Security Center helps protect a client's personal data such as addresses and credit

card information against spyware, viruses, Internet fraud," said Eric Mosher, Dynamic Data Technology Group, Travel-N-Relax's IT consultant. "It also provides automatic software updates for additional protection."

### ■ Faster File Navigation

"Thumbnail images and Flip 3D are great navigation tools," said Hale. "I can see what's in a folder without having to re-open it. It helps speed up my projects."