

## CUSTOMER SERVICE

During the height of the Covid crisis (March 2020 – July 2020) Holidaysplease jumped to be no.1 UK travel agency rated on Trust Pilot:-



All time  
During Covid lockdown (Apr – July 2020)



It shows that we are not a fair weather company who only care about customer service when times are easy.

## HOMEWORKER SUPPORT

Likewise we supported our homeworkers as well as our customers. 3 days before lockdown took place in the UK Holidaysplease announced a support package for its homeworkers comprising:-

- Head office staff to help homeworkers with re-bookings/cancellations, 7 days a week
- Assistance and guidance for getting government support
- A pledge not to clawback advanced commission from homeworkers where it would result in negative commission
- A £100,000 support fund set up for homeworkers who could suffer financial hardship in the coming months
- Ongoing marketing to ensure that there would continue to be as many enquiries as all homeworkers could handle

### Quotes from homeworkers when receiving details of this package:-

"Wow what an amazing update. I have no doubts whatsoever that I chose the right company to work with back in the summer. I also think we are a company that is in one of the best positions to get through this, and with all your fantastic support and care as always we will get through it together."

"Thank you for your very detailed, reassuring and mood boosting email.....it made me cry but good tears! I cannot tell you how wonderful it was to get some good news.....no.....FANTASTICALLY WONDERFUL news at the end of this crazy week!"

"Thank you for this Charles - I'm in floods of tears again!! I love the HP family, 8 years this June I've been part of it and we are all hurting right now but also so supportive of each other - we can do this and we will get through this."

"Thank you all. Been emotional today and feel so much better reading this. How I am so happy and relieved I made the move to such a caring company. Take care and keep safe!"

"Thank you for this reassurance. I feel completely looked after by Holidaysplease. Fantastic decisions by a fantastic board. Thank you so much."

"Wow Charles what a speech !!! This has had me in tears!!! AGAIN thank you so much for an honest and open update. Much appreciated!"

## SALES PERFORMANCE

From 01 April to the end of July Holidaysplease marketing produced over 12,000 brand new enquiries which equates to 133 per homeworker.

After beginning to market again from the start of April we continued to invest further through May and June resulting in 16% more enquiries being generated in June this year compared to June 19.

As we built our marketing back up, so our sales volume began to return towards normal levels. In July this year we achieved over 96% of sales revenue in July 19.

