



A First Data Client Success Story:

BARNES WORLDWIDE TRAVEL LTD CRUISES TO IMPROVED SERVICE AND LOWER FEES WITH FIRST DATA

Barnes Worldwide Travel is an ABTA bonded independent travel agency that's been trading for more than 50 years in Liverpool, England. As an independent agency, the company is more flexible than its networked counterparts and can offer a better range of holidays because they're not restricted to certain providers.

Yet, the company must compete with the big, networked agencies, meaning every expense counts. But when the agency's previous merchant services provider decided to raise their fees for the travel industry, Saunderson decided to look for better options.

Client

Barnes Worldwide Travel

Challenge

To reduce transaction fees, improve transaction administration and deliver better customer service

Solution

First Data and the Business Track solution

Results

After switching to First Data, Barnes enjoyed:

- Lower transaction fees
- Local, personal customer service
- Improved payment security
- Internet-based administration tools for improved transaction management

“ We always try to give our customers a better experience and more choice. ”

Robert Saunderson, Owner and Managing Director of Barnes Worldwide Travel Ltd

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The Challenge

Barnes Worldwide Travel does not pass on its credit card transaction fees to its customers. Therefore, when it learned that its previous merchant services partner was increasing their transaction fees to the travel industry, owner Robert Saunderson decided to look for a new partner.

He knew he wanted lower fees overall, but he also needed tools and reports to better manage his transactions, as well as to offer an improved customer service experience. Additionally, he needed to know that his new partner could keep his transactions secure and would deposit his funds promptly into his account.

The Solution

Barnes Worldwide Travel chose First Data. Saunderson recalls how he first learned about First Data from his Client Relationship Manager.

"She walked in one day and told us about First Data," he says. "She actually understood our business, and it was clear that she wanted to build a relationship with us. We never had that kind of relationship with our previous provider. We had to call a central service number for every issue."

The Results

Beyond lower transaction fees, the company has enjoyed many additional benefits since switching to First Data. Saunderson reports that the switch from one provider to another was "easy."

"The changeover was no problem at all. Our new terminals arrived, we plugged them in, connected them to the network and they worked straight away. Our Client Relationship Manager was there to help us and we had no interruption of service."

Additionally, Barnes Worldwide Travel benefits from working with a dedicated Client Relationship Manager who understands their industry and has helped the business lower costs and increase efficiencies. And, once Barnes Worldwide Travel started using Business Track, an enhanced web tool for tracking, analysing and monitoring payment processing information for credit and debit cards, they're saving the business even more back office time and money. And the benefits keep coming. An added benefit is that Barnes Worldwide Travel is now able to accept a broader variety of card types, helping the business accept more transactions than ever before.

"Since switching, our number of transactions has increased year by year," he says. "With First Data and Business Track, we have had no issues with fraud and the money that we've saved in administration and time has helped our business grow."

“ I strongly recommend First Data to any type of business. Don't be afraid to switch. You'll save on fees, have better customer support and improve your card administration. ”

Robert Saunderson, Owner and Managing Director
of Barnes Worldwide Travel Ltd