

## CASE STUDY

### Company:

Abacus Travel

### Customer Since:

2000

### CEO:

Allan Huntley

### The Business:

Provides travel services to businesses and their employees

# Numerous Industry Challenges, Create the Need to Identify Areas of Focus, Roll up the Sleeves, and Get Things Done. The Result, Continued Growth.

## The Challenges

1. The industry is faced with major changes, resulting in shifts to the business model-CEO needs to make major decision.
2. The business needs to build basic business process and requires a skilled consultant to identify, initiate and support the completion of such.
3. The CEO needs a sounding board and somebody to challenge his thinking in a direct yet productive way.

*“During our tenure together there have been three cataclysmic rounds of industry-wide commission cuts, a formidable challenge from the Internet, and the impact of 911. Working with you has helped us to strategically navigate these perilous times.”*

- Allan Huntley, CEO, Abacus Travel

## What Happened?

When Abacus Travel tripled in size to 50m in revenue, Allan Huntley, CEO knew he needed support to ensure that he had the skills to manage a larger company. Six years later, he continues to rely on Melissa for her structured one on one support sessions.

In these sessions, Melissa:

- Helps Allan to identify goals for himself and the organization
- Provides documentation and structure to drive the completion of these goals
- Provides a sounding board and asks the “tough questions” to tease out the salient issues that need resolution
- Learns more and more about the business, along for continuity and effectiveness
- Provides an opinion, resources, and “roll up the sleeves” work products to support and facilitate execution

*“In my experience, most consultants evaluate what you’re doing, make recommendations and move on. The value of the 1-1 is that there is long term continuity that allows both a granular, detail-oriented perspective and/or a 30,000 foot view - whichever is warranted.”*

## The Results

Withstanding industry challenges that most travel agents did not, Abacus has grown to 80m in revenue over the last six years. The business has survived through some horrific challenges, including the introduction of the web, 911, and squeezed margins from airlines. The culture of the organization has made a dramatic shift with employees now directly impacting the company’s success on a day to day basis. Abacus is a dynamic company in a tough industry that continues to improve year over year both financially and in terms of the value that it provides to its customers. Both it’s numbers, it’s a 98% client retention rate, and it’s exceptional employee retention rate prove this to be true.

*“Her clarity of thought with respect to distilling the most important facets of any issue into a few critical areas that will create leverage is highly valuable. She’s very direct in her assessments and advice - she doesn’t pull any punches and every CEO needs that. She’s become an integral part of the company whether I feel the need to “check-in” for a session several times a year, or engage her for Strategic Planning or special projects - I know I can count on her to keep us on track.”*

- Allan Huntley, CEO, Abacus Travel