



Customer Story

Switzerland Travel Centre (STC)

STC is Switzerland's official and largest tour operator for holidays in Switzerland, serving Swiss natives, individual international customers, and large travel providers from all over the world. STC provides easy access to more than 2,000 Swiss hotels, exciting rail journeys, and individual round trips.

Previously, STC operated using paper vouchers and manual work processes. With e-guma, STC received an efficient solution that was flexibly adapted to suit their processes. Thanks to credit card payments and the option of printing at home, online orders are now fully automated. All entire accounting processes can now be carried out with significantly less effort. The simplification of processes and the resulting re-

duction in personnel costs is clearly one of the greatest added values for STC since the introduction of e-guma. In addition, the vouchers have also become more interesting to business partners. STC serves major customers who order entire series - for example, as gifts for employees at Christmas or as loyalty rewards for customers. These vouchers can be created individually. Andrea Maffioletti, Director of Sales & Operations, has found the introduction of the e-guma voucher system to be extremely efficient and customer-orientated: „The project, including all designs and templates, was implemented quickly, and our project manager and support team were available at all times. Whatever questions we had, we were always provided with swift and expert advice“.



As customers can buy and print vouchers themselves at any time via the online shop, we have been able to increase sales significantly. Targeted promotions have also helped to increase our sales. Our personnel costs have decreased despite higher sales volumes.

Andrea Maffioletti, Director Sales & Operations