



TRAVEL TO THAILAND
BEST PRICES
GREAT DEALS



Case study: AM Holiday

AM Holiday Travel is a travel agency which commenced trading in 2010 as a fully licensed, privately owned, and personally operated Australian travel agency. The headquarters of AM Holiday Travel is in Perth, Western Australia. The company specializes in family holiday deals, good airfares for students, and great business travelers' rates, traveling to Thailand destinations, such as Bangkok, Koh Samui, Phuket, Chiang-Mai, and destinations in South East Asia. However, the company has great deals for travelers all over the world. Feel free to try them out!

In addition to services for organizing flights, the company provides travel and tour insurance. During the pandemic, AM Holiday decided to start onboarding customers digitally. The company's management has long wanted to test such opportunities. The coronavirus pandemic has stimulated the transition to distributed work, which means that employees have mastered remote work. An excellent answer to this is digital user onboarding when neither the employee nor the client has to come to the office to start the interaction.

The cooperation pursued the following goals:

1. The collaboration's primary goal is to launch digital onboarding of clients to provide employees who have switched to remote work to continue serving new users.
2. It is necessary to automate the verification of documents of clients wishing to use the services of AM Holiday Travel using the digital KYC (Know Your Customer) procedure.

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“The coronavirus pandemic stimulated us to update our business processes. In turn, the most important thing for us was the partner’s willingness to start working ASAP, and BASIS ID did an excellent job. I would like to praise the BASIS ID team for their willingness to help and cooperate. ”

comments *Akapol Srisangfa*, CEO at AM Holiday Travel

AM Holiday Travel has implemented a solution from BASIS ID based on a widget to solve their challenges. The company has not opted for the API. The widget makes it as easy as possible to implement it on the necessary user registration pages and view the verification procedure results in the provided CRM system.

CRM from BASIS ID has become one of the main onboarding tools for AM Holiday Travel.

The solution for KYC (Know Your Customer) and AML (Anti Money Laundering) procedure - checks from the BASIS ID based on the widget allow you to start working within one day. To start, you just need to install the widget at the required step of the onboarding procedure, and your clients can go through the verification of their data in an automated mode as quickly as possible. You can receive verification results in a convenient CRM system that provides ample opportunities for monitoring users during onboarding.

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“We are delighted to work with AM Holiday Travel! There are several travel companies among our clients, and we often use their services in the regions in which they operate. It’s great that now people won’t have to stand in line or get to the AM Holiday Travel office, but can do everything online and send them on the best trip of their life!”

Akim Arhipov
the executive director of BASIS ID