

Goeasy Travel



Proprietor – Isabel Wiggins Member since 1999

Based in Twyford, Berkshire, Isabel Wiggins opened Goeasy Travel in 1999 after successfully running her own car hire company. Experienced in the travel industry, Isabel found the transition into running an agency came quite naturally. The business started as a telesales branch and was so successful that it moved on to the high street and now employs four staff.

Isabel finds the main benefit of being a Global member is that she can still be an independent business but has the extra support behind her and can utilise all of the Global resources as much or as little as she likes.

Goeasy Travel specialise in honeymoons and gain a lot of their business from their fantastic user-friendly website. The agency is also located in prime position on a busy cross road so they receive a number of calls from people who have seen them when passing. The holidays they sell most of are honeymoons & long haul and due to their high standards of service they get a lot of repeat business.

The excellent level of customer service they provide is key to Goeasy Travel's success. "Knowledge and customer service are the two most important things in running a successful agency," says Isabel. "It's important to research your market and specialise in a particular area so that you can meet your customers' needs."

Recently Goeasy Travel's service levels were officially put to the test on the popular BBC consumer affairs programme 'Don't Get Done Get Dom'. The customer wanted a romantic holiday of a lifetime to San Francisco, Honolulu, and Los Angeles. Travel Advisor, Candice, was able to shop around all the operators and obtain a saving of over £1,000 for the customer as well as a number of extra benefits.