

**Specialist Services
for Coach & Bus Hire**

With vast experience within the travel sector, Coach Direct Limited operate the premier #1 quality booking service for Coach and Bus hire within the UK, Europe and beyond. With a keen eye for technology and customer service, Coach Direct employ only the very best consultants backed by the very latest tools and business processes in order to deliver a truly high quality service. This is fully backed up by our SMS emergency messaging systems and unique Code of Safety Practice Scheme that ensures our clients are backed by a level of safety and peace of mind that is only available from one company across the UK and beyond - Coach Direct



Our Core Values:

- Commitment to be the best
- Building long term relationships
- Professional and efficient at all times
- People Matter – our staff, our clients, our partners
- Continual Development

Coach Direct Limited

The Coach House
22 South Street
Rochford
Essex SS4 1BQ

Phone: 0870 550 2069
Fax: 0870 070 2069
Email: info@coachdirect.co.uk
Website: www.coachdirect.co.uk



**The Future in Coach and
Bus travel**

**Case Study:
The University
of Southern
Mississippi**



**Coach Direct
Limited**

USM recognises Coach Directs proven track record for Educational Tours in the UK and Europe

With over 10 years experience in the Educational sector, Coach Direct's reputation for the smooth running of events of the type organised by the USM, was a major factor in their decision making process



Our Key account co-ordinator liaises with the USM and our quality operators.

Experiencing the diversity of British and French culture became even more enjoyable for our visiting students, without the logistical headaches that Coach Direct was there to manage.

Background

As a rapidly expanding company Coach Directs reputation is spreading far and wide. Not only in UK and mainland Europe but also to our friends across the pond. The University of Southern Mississippi runs as one of its various courses, a British Studies Program and during the height of the British summer (don't blink!) arranges for its students, an educational tour of the UK and northern France. They decided that to ensure the smooth running of the event that they needed a professional coach and bus hire specialist to look after them and their arrangements and made Coach Direct their No.1 choice

The Challenge

Over a 4-week period from mid July to mid August Coach Direct makes all the necessary travel arrangements for 250 visiting American students from the USM. A logistical headache just for airport transfers, however such large events are our speciality and during their stay, we sourced 18 of our quality operators, to transport our students to 20 different educational and sightseeing venues across the UK and Northern France. When visiting an overseas destination attention to detail and meticulous planning are essential

Plans Take Shape

From when the initial enquiry was made in March the wheels were set in motion. We began by taking details of the number of passengers arriving in the UK. How many were going to be taking the numerous excursions to different destinations on various dates and times, luggage was also taken into account as we began to scope out the coach and bus requirements. Then we began the process of liaising with our operators to find which ones were best located for airport transfers. Providing stewards at arrivals to chaperone our students to their vehicles. Sourcing the operators who possessed the correct vehicles for their sightsee-

ing and educational trips. Some of these details may seem obvious but we attempt to cover all eventualities, in order for everything to run like clockwork. As with all projects of this size a key account co-ordinator is appointed to manage and liaise with our operators and the client.

Customer Comments

The University of Southern Mississippi's British Studies Program, one of the largest American summer schools in Britain, has been dealing with Coach Direct since 2001. We have found them to be reliable and adaptable to our needs. We appreciate the range of coach and minibus sizes available, which we could not get from a normal coach operator, and the facility to hire coaches in Scotland and the West Country as well from our base in London. Safety and risk assessment are a particular concern with student groups and Coach Direct's Code of Safety Practice provides us with the assurances we need with regard to coach travel.'

Dr Peter Allen
Principal UK Co-ordinator'
British Studies Program

Coach Direct Limited

**The Coach House
22 South Street
Rochford
Essex SS4 1BQ**

**Phone: 0870 550 2069
Fax: 0870 070 2069
Email: info@coachdirect.co.uk
Website: www.coachdirect.co.uk**

**Marketing/PR Contact: Paul Chapman
Direct Line: 0870 070 3338**