Add Agility to Your Business!

Travel & Hospitality – CRM Solution

Travel & Hospitality Industry is undergoing a drastic change as people have become more tech savvy. They compare prices and rate experiences to service providers easily.Hence, it is important to keep customer centric data available to understand and foresee customers choices. Ourtailor-made solution for Travel & Hospitalityis built on Sales Cloud Enterprise Edition, which works on multiple browsers and mobile smartphones. The solution is completely customizable to your specific needs.

Some diverse modules of our tailor made CRM System:

Customer Management :

- Develop strong relationships with current and past clients. Organize the interactions with prospects/customers maintaining history of minutes
- Store and archive the historical data of your customer and obtain necessary analytics like travel patterns, stay preferences and important dates
- Track and maintain feedback right from receipt to closure of case
- Using CTI integration, gain access to customer profile directly on Salesforce as soon as customer calls/emails so as to know the whole set of interactions with company
- Cross sell by understanding the history of purchase, customer preferences and budget category. Propose automated relevant services based on enquiry and need

Social Media Listening:

- Easily understand the pulse of your prospects and what they talk about your services on Facebook, Twitter and LinkedIn. This will sit in his profile automatically.
- Quickly resolve the queries of customers to reduce turn-around time and improve CSAT score
- Automatically convert complaints on social media into customer feedback cases
- Interact with them directly and enhance your brand image

Marketing Management:

- Create nurtured campaigns or send out blast campaigns with hundreds of relevant sample email templates and product information letters to choose from
- Send automated quotes, manage your sales funnel and never miss any sales opportunity
- Calculate ROI for different campaigns to understand what type of campaign works for what services/territory (Geography).
- Understand and deal with numerous leads from campaigns to create automatic activities for sales reps
- Run excellent loyalty programs with all data about customer from numerous sources in 1 place

Integrate all lead sources :

With a rich API ecosystem, we are able to integrate all your lead sources including

- Web: Your company website, Microsites etc...
- Third Party Portals: traveltriangle, thrillophilia etc.
- Telephony : All major cloud and on premise telephony providers
- Mobile apps, Chat, SMS and Email Integration

Maintain a knowledge repository of all leads and set assignment rules based on criticality

Assign sales people based on various pre-set parameters like budget, territory, travel duration, etc

Mobile Reporting

- Supports Android, Blackberry and iPhone Smartphones
- No Integration required.

Reports & Dashboards for Analytics:

- Complete view of customers and query resolution.
- Sales executive wise reports and achieve ment on real time basis instead of reports.
- Marketing executive dashboard to get info on the amount spent on different campaigns, ROI for the same
- High Visibility of sales teams – Monitor daily routines, Plan monthly targets & Customer feedback
- Analytics to identify trends and forecast better. Delve into details instead of just 1 or 2 parameters
- Customized reports & dashboards to identify & reward performers while removing weaknesses