



PASHA Travel is one of the biggest regional tour operator in Azerbaijan and Georgia.

PASHA Travel goal was to digitize tour management and automate sales processes, reservations as well as partner & service supplier management.

PROJECT OVERVIEW

PASHA Travel was looking for a robust solution to manage sales, bookings, reservations and tour management operations with in-depth reporting and analytics functionality.

The solution had to include Tour Management, sales process automation, reservations, partner and service supplier management.

SOLUTION

We developed an end-to-end concept of integrating existing company processes to Salesforce, including number of 3rd party system integrations, which allowed to automate booking and best offer search mechanisms.

Now customer can connect and engage with its suppliers and customers directly through Salesforce and enjoy automated sales and travel operations processes.

FEATURES



Service Pricing Tool



Hote Room rating management



Reservation Tool



Payment Tool

INTEGRATIONS



BUSINESS VALUE



+25%
Conversion Rate

Thanks to client's increased capability to offer more relevant service packages and upsell.



-12%
Operational Costs offer

By the reduction of operational tasks such as manual data entry or



-18%
Cost per customer acquisition

By making the client's digital presence more prominent and easy-to-manage.



+35%

User Engagement

By allowing customers to manage sales processes in an automated way.

CLIENT COMMENTS



Vienna, Austria

Florian Sengstschmid
COO at PASHA Travel

"Starting from scratch is not a challenge when working with Nubessom. I was delighted to experience their proactive approach to our problems and their determination to effectively derive a solution from workshops even with groups that are not tech-savvy. The advantage of working with Nubessom is that they simply meet your business needs and help you achieve goals."