



Global Travel Company Provides Responsive and More Consistent Customer Service through CRM Implementation

Areas Served	▪ Leisure Travel
	▪ Business Travel
	▪ Destination Management Services
	▪ Education
Employees	3500+

highlights

The company is one of the leading Travel and Tourism Companies in India and a 100% subsidiary of a well-known Europe headquartered global travel group. Major acquisitions in India enabled the company to grow rapidly in the domestic market and attain leadership position.

The company has been honored with all possible awards and accolades locally and globally from organizations like TAAI, Ministry of Tourism, Galileo Express, Economic Times, Star Cruise, PATA and CNBC Awaaz Travel, amongst others.

Handling hundreds of thousands of incoming tourists every year from all over the world to India, managing this exponentially growing customer base was becoming difficult and affecting the quality of services. The company needed a system to align its customer service with the demands of the international customers & secure repeat business through unsurpassed and consistent service.

The company was using MS Dynamics AX globally for Financial Management and wanted to implement Dynamics CRM for streamlining its sales and marketing functions. A previously failed attempt on the project was followed by Alletec exhibiting its expertise on Dynamics CRM and travel domain. These combined with Microsoft India's recommendation in favor of Alletec, steered the company to collaborate with Alletec- a Microsoft Dynamics Inner Circle Member and Gold Competency Partner for re-evaluation and implementation of the Dynamics CRM solution.

business situation

The company is operational through various business units - Emerging Market (EM), Specialty Business, Global Travel Services (GTS), and Visa Facilitation Services (VFS) - spread across the globe. It employs more than 3000 travel professionals and serves several hundred thousand in-bound tourists from all over the world. Being in the service industry, company's focus is on professionalism and traveler delight. Competent management of customers was a challenge that needed to be addressed. Some of the top issues included:

- Using stand-alone spreadsheets and lack of **auto alert mechanism**, Sales team tracked leads sporadically, which led to delays in customer follow-ups and missed deadlines.
- **Disintegrated customer data**, spread across multiple excel sheets. The lack of consolidated view of customers hampered efficiency, limited visibility into customer and sales data and increased probability for errors.
- Increased **dependency on sales team** for gathering required information and creating reports.
- Building **targeted campaigns** was a complex process because it involved sorting and retrieving thousands of records from multiple, non-integrated systems.

the Alletec business solution

Basis the learning from previous CRM implementation, the company agreed to keep the customization to a bare minimum in the first phase of the project. Alletec recommend a two phased approach while getting Microsoft Dynamics CRM 2011 re-implemented at the Specialty business unit:

- Keep the customization bare minimum & consume out of the box functionality provided by Dynamics CRM in phase I and take up customizations & integration with other business applications in Phase II to avoid any hitches.
- Create a Global template for accelerated roll-outs in subsequent business units across the globe.
- Some of the out-of-the-box functionalities of Dynamics CRM used by the company included- Outlook integration; Workflows creation to automate processes based on approval, activity creation, notifications and alerts; Dashboard Creation and Creation of Multiple Business Units.

the benefits

- Real time consolidation of customer information & sales pipeline
- Improved monitoring of leads through centralized data storage.
- Increased number of converted leads due to more efficient and targeted marketing campaigns.
- Streamlined reporting as a result of numerous manual workflows eliminated.
- Weekly sales analysis summary report created by Sales team in a matter of few minutes, thereby enhancing individual productivity.



results

- Enhanced productivity at individual as well as organizational level.
- Increase in sales volume through efficient lead tracking and marketing activities.
- Responsive and consistent customer service.