

Paramantra Travel CRM – Open the Doorway To Endless Sales Opportunities.

At present, the tourism industry is burgeoning unlike ever before. People want to explore the world and experience unique cultures. This places the travel industry at the forefront of a positive change. While this has meant more sales the boom has brought its own set of challenges – the primary one being competition from online travel portals.

Combatting this competition is not as difficult as it seems. Tour operators need to recognize their edge and play to their strengths. The transition from traditional marketing to online marketing is an underrated benefit. While travel portals spoil customers with choices, these choices can prove to be detrimental as well. Customers need to single-handedly arrange the entire trip which involves making multiple bookings. This is a frustrating and time-consuming process.

The frustration stemming from such a lengthy process is the reason customers prefer booking directly with tour operators. Personalized service and attention to detail is what customers expect from tour operators. This personalization is impossible to experience when customers interact with the screen of a travel portal site. This mechanical process provides minimal clarity to the customer. Only you can provide customers with a friendly and personalized experience that most online portals lack. But offering prompt service is difficult when multiple tasks demand your attention. A leading tour operator faced a similar problem before migrating to Paramantra’s platform.



Our client provides packages that cover pilgrimages to sacred temples across North India. The sales process included marketing on online portals and management of voluminous leads. Amidst all this, our client was battling issues with their existing lead management software. Not only was the software rigid but didn’t have any provisions for customizations and configurations. The team was also facing issues operating the software due to a complicated user interface. Thus, the overall implementation of the existing software was a failure.

Paramantra’s Travel CRM is designed to accommodate complex configurations while offering a simple interface. This enables you to stay abreast of evolving industry trends.

Quicker Sales From Landing Pages

Our customer’s main source of lead generation occurred via multiple landing pages. Painstaking effort was expended by the team to understand the source page for each lead. Paramantra’s Travel CRM enables seamless integration with landing pages. The team is now able to track the source of leads and gain a deeper insight into which campaigns are generating positive results.

Unearth The Potential Behind Each Conversation

Customer often make enquiries via online chat and our client received multiple such inquiries every day. What they lacked was a way to monitor these conversations and analyse its potential. With our auto-chat feature, our client can automatically map all chat inquiries to the CRM. The sales executives can just contact the lead and take the conversation forward. This helps our client understand the potential behind each conversation and how to best nurture these in order to realize bookings. Tour operators also undertake large marketing campaigns by sending bulk Email and bulk SMS. It was pivotal that data generated via these profitable channels be mapped to the CRM. Access to unified data also helped our client with retargeting campaigns.

Achieve More Bookings With The Best Pricing

When it comes to tour packages, customers have different requirements that tour operators need to accommodate. With each new modification, our client had to update the existing quotation and resend it to customers. This made it difficult to keep track of changes made to the pricing and also increased human errors. Our in-built quotation and invoicing feature omitted this problem. Our client now sends multiple quotations and keeps a track on pricing related changes. This also helps keep the customer engaged throughout the process. Travellers now receive packages that fulfill their budget requirements.

Yield Desired Results From Marketing Efforts

Like most tour operators, our client primarily uses Facebook to advertise their packages. Our client began facing issues because the existing software failed to map these leads to the system. The team also wasted precious time manually updating these leads and this led to a delay in engaging with customers. Considering the competition from the online market, this time-lapse led to the loss of prospects. Migrating to our CRM facilitated Facebook integration, where our customer is now able to receive real-time alerts every time a lead is generated. This has transitioned into teams providing immediate service rather than wasting time on manually mapping leads from online channels.

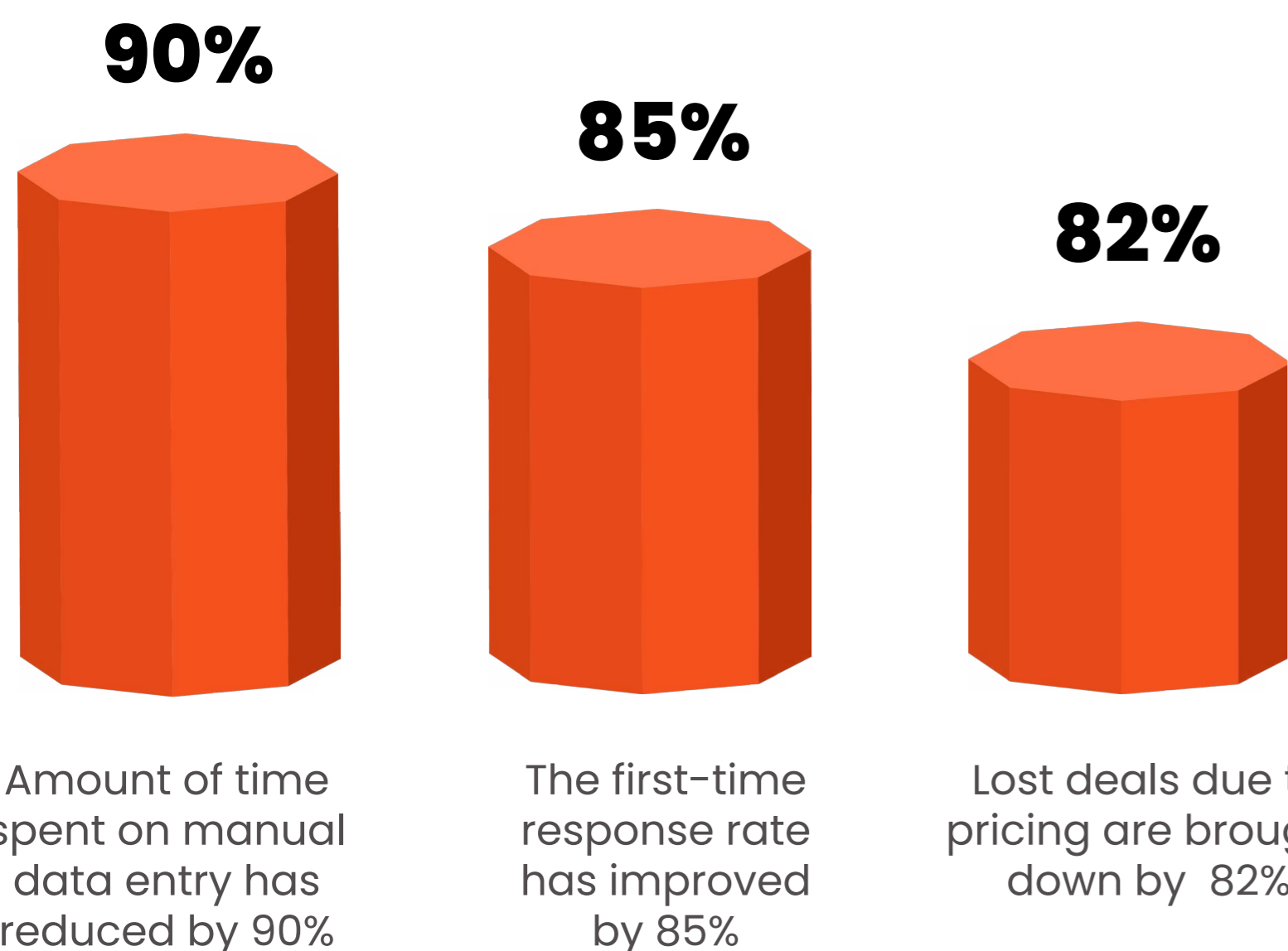
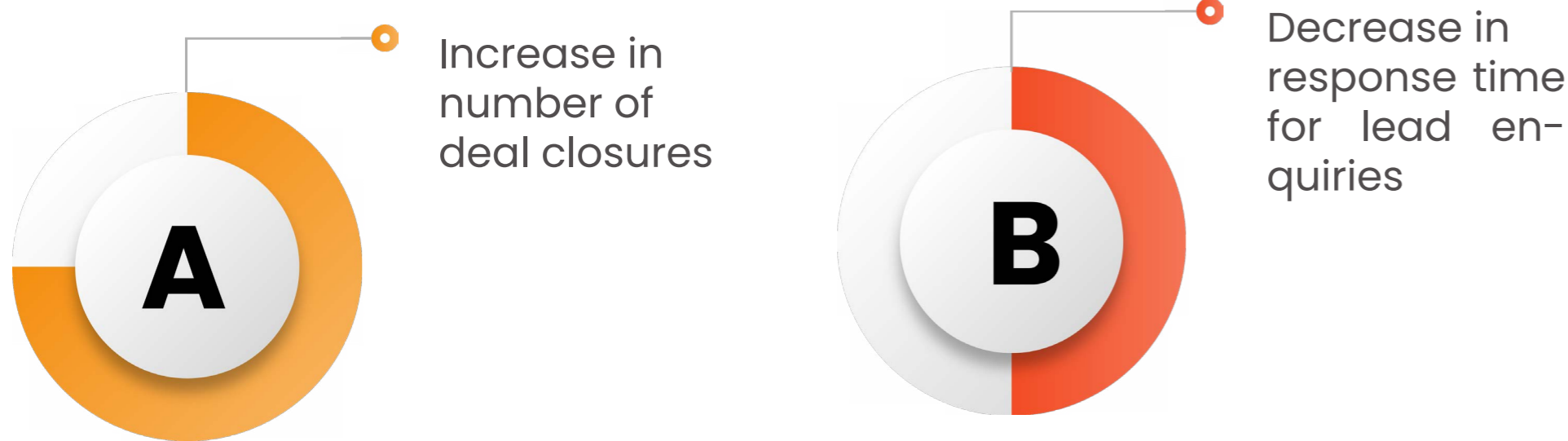
Manage Sales with Inbound/Outbound calls

Several customers tend to enquire using online chat feature and our client received multiple such inquiries in a given day. But what they lacked was a way to monitor these conversations and see if they had potential. With our auto-chat feature, our client can automatically map all chat inquiries to the CRM. All that the sales executives now have to do is contact the lead and take it forward. This helps our client understand the potential behind each conversation and how to best nurture these in order to realize bookings. Tour operators also undertake large marketing campaigns via sending bulk Email and bulk SMS. Mapping leads received via these profitable channels was a pressing requirement. Additionally, access to this unified data helped our customer with retargeting campaigns.



Results

Our CRM has streamlined existing processes that have improved the overall ROI. This has been achieved as a result of:



Paramantra’s intent is always to provide effective solutions that help customers improve their overall sales process. Our aim is to help each client achieve results like those mentioned above.

Contact information

As an organization, we are proud to be completely financed by our customers. For over 10 years, we have helped foster enduring customer relationships solely due to the trust and support of our loyal patrons. From product architecture, policies to pricing – all these aspects are devised keeping in mind the end user. We believe in building humane systems that uphold the elemental rights of consumers.

91 80 4940 9966

info@paramantra.com

ASIA

Unit No. 101, 1st Floor, Phoenix Victoria, No.16 Victoria Road, Bangalore, India – 560047
Main tel: +91 8049409966

USA

The Schrafft Center, 529 Main St, Charlestown, MA 02129, USA
Main tel: +1 617-830-2151

EUROPE

169 A, Floreasca Plaza, Sector 1, Bucharest, Romania
Main tel: + 40 31 6301148

