

CASE STUDY

CLIENT OVERVIEW

inoday client is a multibillion dollar travel and hotel service company that has been successfully serving globally located clients for over four decades. Backed with latest technology, rich core expertise and proficient personnel; the client has carved a dominant position among its contemporaries. With an aim to consistently multiply company's growth, the client came to us to get its global CRM systems transformed.

BUSINESS CHALLENGES

Client had an ambitious plan to improve revenue by a huge percentage, which is largely based on generating more sales by giving huge client satisfaction. In order to grow sales, it was important to transform the tools and technologies to empower professionals and get important insights of business and customer behavior. Following were the main challenges at client's end.

- Client needed to transform front office tools through latest technology.
- They required a modern mobile-enabled technology that would provide a 3600 view of their clients across the globe.
- Client's reservation system and CMS system weren't supported well to know customers' history.
- They lacked a platform for effective cross-selling and up-selling.
- They also needed to reduced customer churn by offering higher level of satisfaction and create more activities and processes among sales & marketing and account services teams.

HOW WE TACKLED THESE CHALLENGES

- Our Salesforce team formed a transformation roadmap under interactive workshops with company's professionals.
- Our core experts created a multi-layered implementation plan for global sales transformation that's built on a highly flexible and scalable Salesforce foundation.
- Recognizing the data that needed to be imported to the Salesforce CRM, we added new data to the system to recognize customers' activities and pursue accordingly.

IMPACT ON CLIENT'S BUSINESS

- Client got latest tools through transformation.
- With offered mobile-enabled technology, client can have a 3600 view of every customer that helps in learning their behavior and act accordingly to gain more profit.
- Salesforce CRM helped in cross-selling and up-selling and improved sales.
- Now the client is able to establish reliable customer relations by creating new activities and processes for sales and marketing team members.

