



# Digital Transformation For Travel Aggregator

## Overview

The client is india's best travel, collaboration of airlines, tourism, cruise and car rental brand company that oversees the network that brings the best of the worlds travel culture to india's doorstep. As of 2014–2015, this Travel Group has covered the vast network of offices in all regions of India. During the same year, the client was backed by trained travel professionals across various divisions who were supported by the latest technology, resources and expertise that offered a seamless B2B sales, marketing, representation and advisory services in various Indian subcontinent.

### Objectives

Our Objective was to find the right customers, nurture leads, manage tasks, use the right strategies, and more so that client can generate more sales and maximize ROI for their business. We generated a transparent and effective way of achieving targets, with the uniformity of process in our business solution, hence eliminating the inefficiency that affected the clients profitability.

### Challenges faced

The client was struggling through an ageing technology to support their utilities that faced challenges in meeting the evolving regulatory requirements and keeping pace with the ever-increasing customer expectations. This led to cost-heavy services which compounded project cost overruns.

The client wanted more cost-efficient technology which could help in

- Inability to track field sales
- Reporting and forecasting sales figure
- No clarity due use of multiple devices
- No uniformity of reporting from different branches
- Branch performance and sales analysis was difficult to analyse

### Steps for digital transformation

- Process to insure systematic closure of leads
- A complete 360 view to understand insights of current application & business.
- Increase clients rate of converting leads to sales by removing friction from the process
- Reduce the time spent by sales admin on tasks that could be automated.

## HOW WE APPROACHED AND IMPLEMENTED A BUSINESS SOLUTION WITH IMPROVED SALES PROCESS ?

- Our efforts were focused on not losing any historical data and seamless movement from old to new system. For achieving this we had to run the system parallelly.
- We believed in choosing the right sales enablement software that uses real-time to track and manage leads seamlessly from multiple sources and the solution should be single integrated for transparency and accuracy.
- Implementation took less than two months.

## Resources required

- We needed a leadership commitment for the new system adoption.
- Needed single point of contact orchestrated between the client and resource.
- Champions of process to train the new solution to the team.
- System was called out in phases so that employees are comfortable to use it.

## IMPLEMENTATION

The CRM implementation began with the strategic decision to improve business processes in the organization. Top management support and systematic introduction of the project manager were our requirements. After analysing the external and internal environment of the organization, their customers, their demands and anticipations, opportunities and threats on the market, strengths and weaknesses inside the organization, we were able to implement a CRM which was ideal for their business. Project manager was the contact person between us and employees, in different development phase of CRM introduction in to the process.

## OUTCOMES

### 1) Enhanced Reporting capabilities to ensure right information at right time:

Reporting tools made it possible for business leaders and other decision makers to quickly and easily access the information they needed, and exactly when they needed it.

### 2) Simplified Client Tracking

The customers were the source of the information that was most vital to our clients business. As such, keeping track of customers as they first made contact with organization, moved through the sales pipeline, and eventually either completed a purchase or fell away should've been the central premise of your data strategy. Business solutions was designed to track throughout customer's journey, which produced valuable information related to demographics, purchase history, pain points, and any other variables or factors that might have been of interest to our clients organization. This data was then summarised, reported, and shared amongst authorized users, so that no matter which representatives met the customer along the sales journey, they always benefited from our personalized customer service.

### 3) Real time tracking of sales person

With Activity tracking, not only location was tracked, but we also made sure that the sales representatives were completing the required activities across each channel thereby keeping their pipelines full.

## OUR BUSINESS SOLUTIONS STRATEGY

- **Strategy Assessment:** Understand how the new business solution would fit into context of the company's overall business strategy.
- **Capability Assessment:** Assessment was done to confirm the company's current CRM capabilities.
- **Business Case Development:** The Company required a good reason to implement a business solution other than new technology fever.
- **Implementation plan creation:** We Created and executed a plan, which clearly defined how the goal was achieved and executed.

### 4) Leads consolidation to avoid losing business

Business solutions helped bridge the gap between sales and the sea of big data. The next stop on the customer's journey was the sales department, as marketing passed off the hopefully qualified leads to their sales team. The sales department used information gathered from marketing to segment customers for more relevant communication, and automation of leads was undertaken thereby nurturing and filling out the customer profile. If their sales department worked with current customers, information would've been available from customer support, which in turn would've provided sales insight into how the customer utilized their products hence producing multiple Sources Of leads and consolidation with multiple sources including accountability at all levels of their business. It enabled the users to improve their participation skills in developing quality project proposals.

## SUMMARY

Analytical business solution allowed client to improve relationships with their customers, kept their employees informed, and helped them in making better strategic decisions. Which led to a successful implementation of the CRM system. The implementation approach was required to be carefully planned, with appropriate emphasis on user adoption strategies.

## -Client Testimonials

The solution & execution done by the ICS helped our customer with the MS CRM. We are a large Multinational Organization that focuses on customer satisfaction, and we needed a similar partner. Certified consultants & their coordination helped timely deliveries which was the key factor of successful deployment.