



TRANSFORMING TRAVEL OPERATIONS: HOW A LEADING TRAVEL AGENCY REVOLUTIONIZED THEIR CUSTOMER MANAGEMENT WITH A CUSTOM CRM SOLUTION



CHALLENGE

Despite their success, Delux Holidays struggled with an outdated subscription-based CRM that couldn't adapt to their unique business model. The rigid system made it impossible to customize workflows, forcing them to work around the software rather than having it support their operations.

Also, the platform lacked essential reporting capabilities and couldn't generate consolidated sheets with complete booking details in one document. Their complex invoice system was time-consuming and error-prone.

Recognizing these limitations, they needed a web-based CRM solution tailored to streamline their operations.



The system perfectly fits our business model, and the reporting capabilities have given us insights we never had before.

-Sam: Travel Agency Owner

BACKGROUND

Delux Holidays stands as one of Sri Lanka's premier travel agencies, specializing in creating unforgettable experiences for European tourists exploring the breathtaking landscapes of Sri Lanka and the pristine beaches of the Maldives. With years of experience in the tourism industry, they have built a reputation for delivering personalized travel packages and exceptional customer service. However, as their business expanded and client demands became more sophisticated, their existing systems began to show significant limitations that hindered their operational efficiency and growth potential.



SOLUTION

Our team developed a comprehensive web-based CRM solution with these key features:

- ✓ **Specialized Forms** - Distinct forms for reservations, arrivals, departures, transport, sales agents, and hotel providers categorizing all business operations efficiently
- ✓ **Comprehensive Reporting** - All-in-one summary sheets with complete booking and customer details for any date range
- ✓ **Role-Based Access** - Hierarchical permission levels based on employee roles for enhanced security and efficiency
- ✓ **Dynamic Invoicing** - User-friendly automated invoice generation with customizable templates

RETURN ON INVESTMENT

- ✓ **60%** reduction in administrative time through automated processes.
- ✓ **Improved booking accuracy** by eliminating manual data compilation.
- ✓ **Enhanced customer satisfaction** through faster response times.
- ✓ **Increased operational efficiency** with centralized business processes.
- ✓ **Better financial oversight** with real-time reporting and simplified invoicing.



FOSPERTISE TEAM'S ROLE

- ✓ **Business analysis** to understand operational workflows and identify pain points
- ✓ **Custom CRM development** tailored to travel industry requirements
- ✓ **System integration** ensuring seamless information flow across departments
- ✓ **Team training** for smooth system adoption
- ✓ **Ongoing technical support** for maintenance and future enhancements

Need a unique solution for your company? Let's discuss how we may help you streamline your business as well.



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