

INDUSTRY | TRAVEL, TOURISM & ENTERTAINMENT (TRAVEL AGENCY)



Cruise & Vacation Desk is a fully-bonded and insured travel agency with 25+ years experience in mass-market, boutique, and river cruising. The organization also has an extensive knowledge of and expertise in the all-inclusive resort, destination vacation, and escorted tour markets.

#### Challenge

Like most travel agencies, Cruise & Vacation Desk lacked access to an industry-tailored CRM and was forced to juggle partner relationships, hotel booking, travel itineraries, and loyalty programs through disparate spreadsheets, manual data entry, and hard work.

- Cruise & Vacation Desk relied on an over-customized, on-premise system that did not integrate with other critical platforms and tools
- Employees had to spend valuable time and effort swiveling between systems, making manual updates, and inputting duplicate data entries
- The organization's antiquated, inefficient system did not allow for data-sharing or facilitate easy collaboration with key travel industry partners
- Cruise & Vacation Desk needed to upgrade to a CRM that would allow the company to streamline business processes, drive revenue growth, and deliver exceptional customer experiences at scale.

#### Solution

We collaborated with Cruise & Vacation Desk to design and build "Travel Essentials": A Salesforce solution delivering industry-specific functionality to the agency and its travel-sector peers. Our team:

- Worked with Cruise & Vacation Desk to define & streamline the often-unique business processes that travel agencies leverage to delight their customers.
- Designed a foundational, industry-attuned data model.
- Used Salesforce Sales Cloud to develop Travel Essentials into a flexible and scalable solution for the travel sector.
- Integrated Salesforce with Signature Travel Network and Financial systems.



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#### PRODUCTS USED



Travel Essentials



Sales Cloud

#### Outcome

Post-project, our client is able to:

- Streamline and add efficiency to its business processes
- Eliminate duplicate data entry & minimize manual work
- Facilitate better collaboration & communication with its key partners
- Advance its mission of delivering exceptional travel experiences at scale

