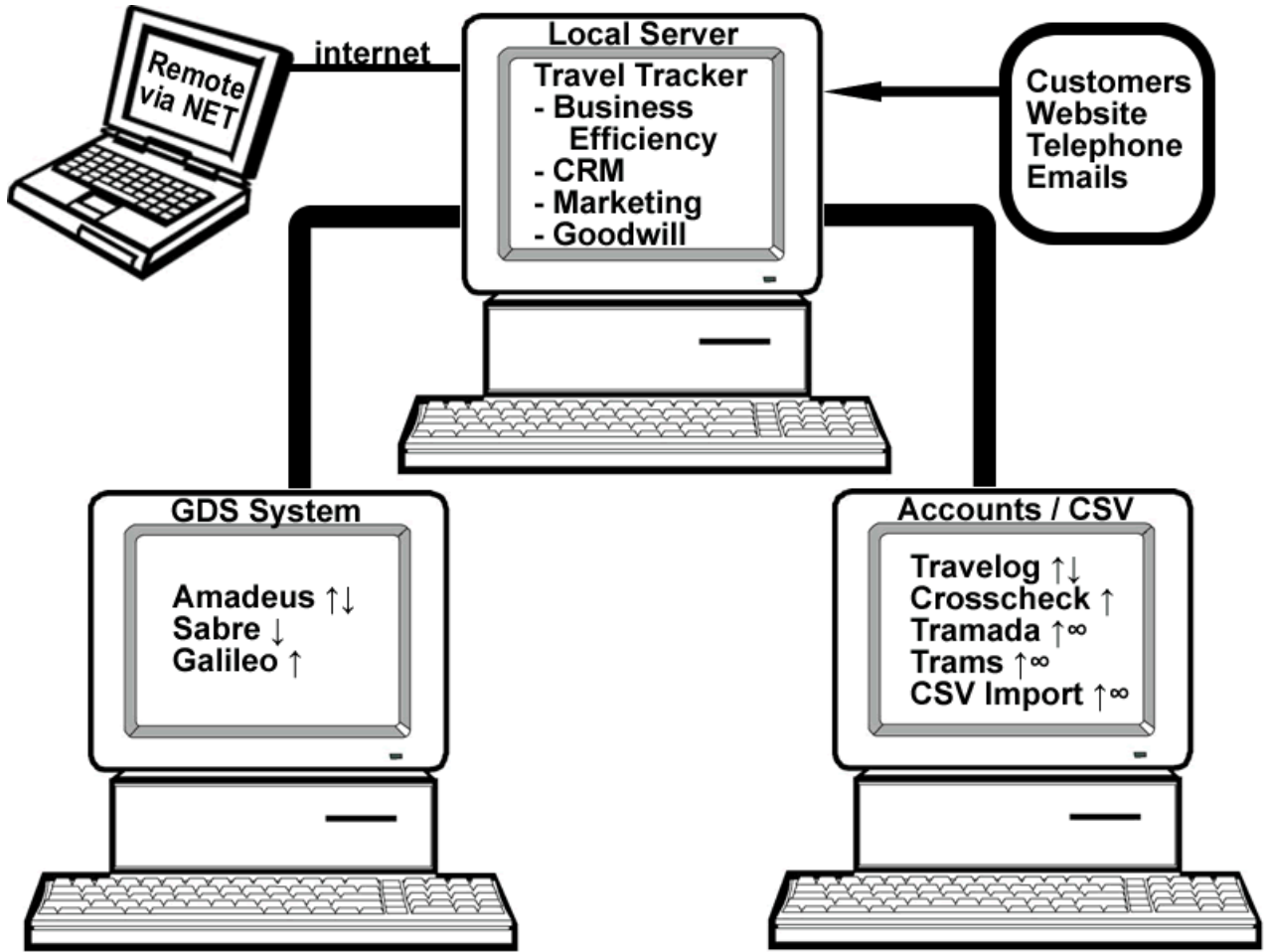




TRAVEL TRACKER

Customer Management & Marketing

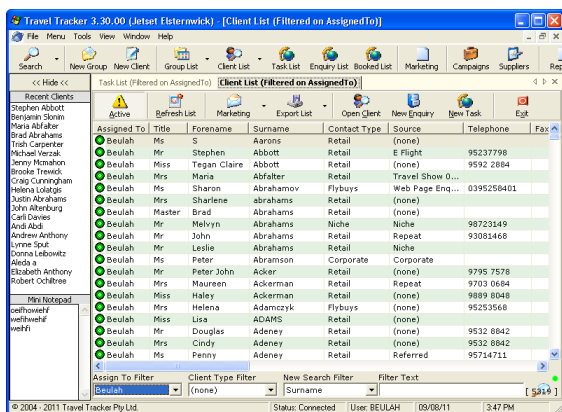
**Clients : Time Management : Enquiries : Bookings : Reporting
Marketing : SMS : Emails : Mail Merge : Online**





Travel Tracker package is a customer relationship management software package (CRM) and business efficiency tool. It addresses the needs of marketing, sales, customer service and support.

Travel Tracker is unlike other CRM packages, because this system is designed specifically for the needs of Travel Agents. It can run on a single desk or on all desks within an office. It allows working together, centralising and sharing of customer data. If there are any special requirements, the system can be optionally customised to meet the needs of your Travel Agency.



Travel Tracker will save time and allow your agency to run more effectively during the day. Never forget to call back clients to prevent losing a potential client. Never again waste time searching for written notes with that email address on it. Manage and plan all daily tasks from one screen, see what is most important, or even reassign tasks to other consultants.

Travel Tracker allows monitoring of all enquiries and bookings, ensuring that all enquiries are followed up by being completed or cancelled so no potential booking is lost. The enquiry and booking screens will inform an consultant if they are using a preferred supplier

or not, and, allow creation of printable quotes or confirmations.

Travel Tracker will increase revenue by allowing you to send highly targeted marketing material to clients by mobile SMS messaging, email or postal mail merge. The sooner you start to accumulate client details and information, the sooner you can exploit this information for marketing.

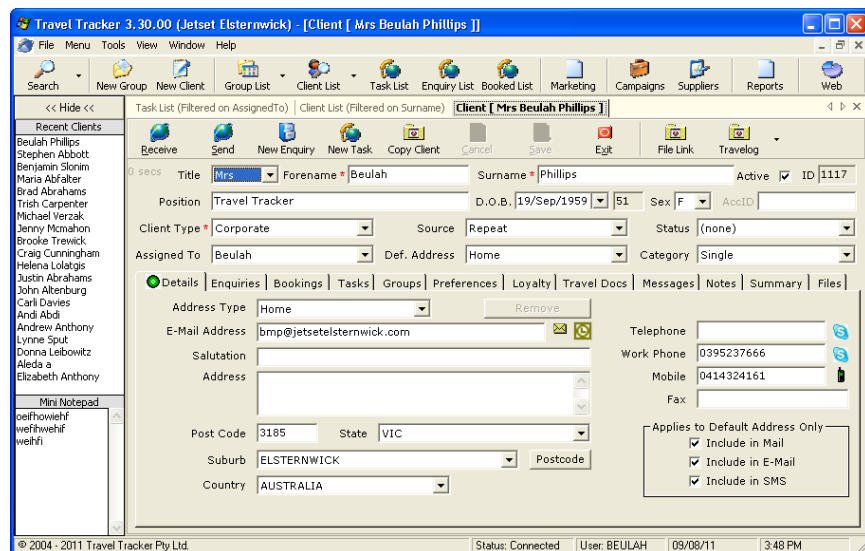
All consultants can benefit from using the Travel Tracker package, a few of the many examples are:

- Managing daily tasks and reminders or assigning tasks to other agents.
- Storing information on a client such as passport details or interests.
- Searching for clients that made an enquiry to Bali to SMS a special deal that has just come out.
- Uploading client details from Travel Tracker to a GDS system such as Amadeus.
- Monitoring workflow to see sales conversion rates.
- Storing enquiries and bookings on a client.
- Assigning a client to any number of groups, such as family and work group.
- Sending bulk SMS or Email marketing to clients.
- If a consultant is away, their tasks can be accessed and followed up.



Travel Tracker

Travel Tracker is a multi-user Customer Relationship Management and Marketing system designed specifically for Travel Agencies. The system can use a single shared database for the entire Travel Agency site – so customers, tasks and enquires can be managed more effectively.



- Customer Information (Preferences, Interests, Loyalty, Passport, Visa, Referrals)
- Customer Travel Enquiries and Bookings
- Customer Grouping
- Customer File Management (E-Mails, Documents, etc)
- To-Do Tasks Time Management
- Marketing Campaigns
- Agency Suppliers
- Reporting (Performance, Sales and Activity)
- Mobile SMS, E-Mail and Mail Marketing
- Search Capabilities (Client, Interests, Where Next, Enquiries, Bookings and Referrals)
- Links to Travel (GDS) systems (Amadeus, Sabre and Galileo.)
- Links to Travel Accounting systems

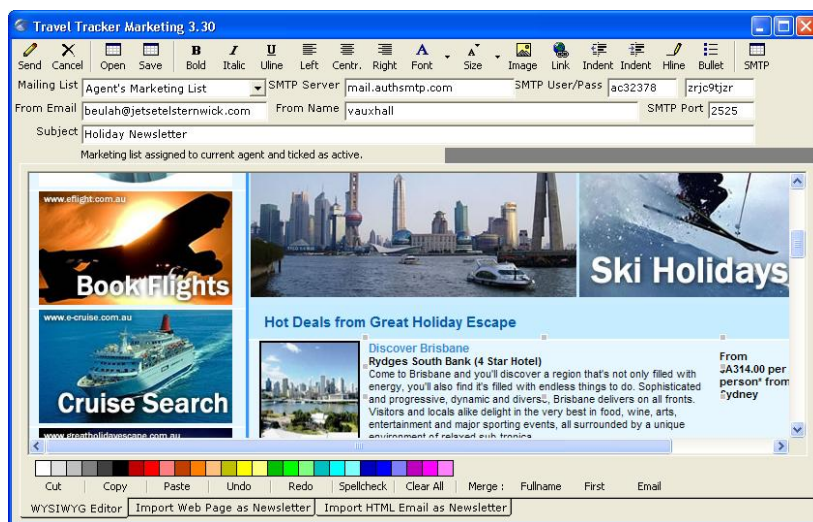
(Travelog and Crosscheck.)

- Links to website registration/contact emails.
- Monitor workflow within the office.

Marketing

Travel Tracker has integrated and extensive marketing facilities within the Travel Tracker application.

- Management of personal marketing list.
- Sending of bulk emails.
- Sending of bulk SMS mobile messages.
- Sending of bulk mail merge messages.
- Customer File Management (E-Mails, Documents, etc.)
- Sends bulk emails out individually to greatly reduce chances of being blocked.
- Store copy of bulk messages sent out against clients.
- Built in customisable HTML editor for designing and creating email marketing documents from within Travel Tracker.



TT Webmail

TT Webmail is an advanced email marketing solution that will handle bulk email marketing campaigns through our dedicated email servers. This will ensure that all possible emails get to their destination.

- Dedicated email server.
- Reports on emails sent and opened.
- Email Templates.

Using Travel Tracker Outside the Office

The existing Travel Tracker client software can run via a secure online VPN connection to your server machine from anywhere in the world! It accesses your data stored in your office, so no data is held by any third party.

You will be able to use Travel Tracker in exactly the same way via your laptop machine while you have an internet connection when you are out of the office.

Travel Tracker Browser

It's not always possible to have your laptop with you when you're out and about so Travel Tracker Browser can provide quick access to your Travel Tracker data from your iPhone. (Also compatible with Apple iPad and Google Android phones/tablets.)

Travel Tracker Browser provides a highly optimized online app version of Travel Tracker via VPN to ensure secure access to your data.

