



# Zoho CRM for **CRUISE TRAVEL BUSINESS**



# Client Profile

They are the Indian cruise industry and exclusively represent four prestigious cruise brands, including those owned by the Royal Caribbean Group. They manage exclusive sales, and marketing through various channels and provide tour operators, travel agents, or online mediums with proper operational support.

# Project Background

Our client has a big name in the Indian cruise industry from past 30 years but they have managed all their work manually so, they faced challenges in manual cruise deal management and it will impact their company reputation and slow down the process of their work. To overcome these problems and achieve business growth, our team proposed the implementation of Zoho CRM.

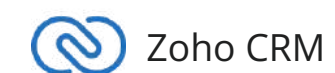
## Industry we served

Travel

## Region

New Delhi, India

## Technology we used



# Challenges Faced by Our Client

Before implementing Zoho CRM, they faced many challenges:

01

## Manual Management of Cruise Deals

Before implementing Zoho CRM company relied on manual processes for managing cruise deals which leads to inefficiencies, errors, and delays in deal processing.

02

## Deals Update Issue

Time-consuming and error-prone deal information updates across platforms resulted in discrepancies in pricing, availability, and customer expectations.

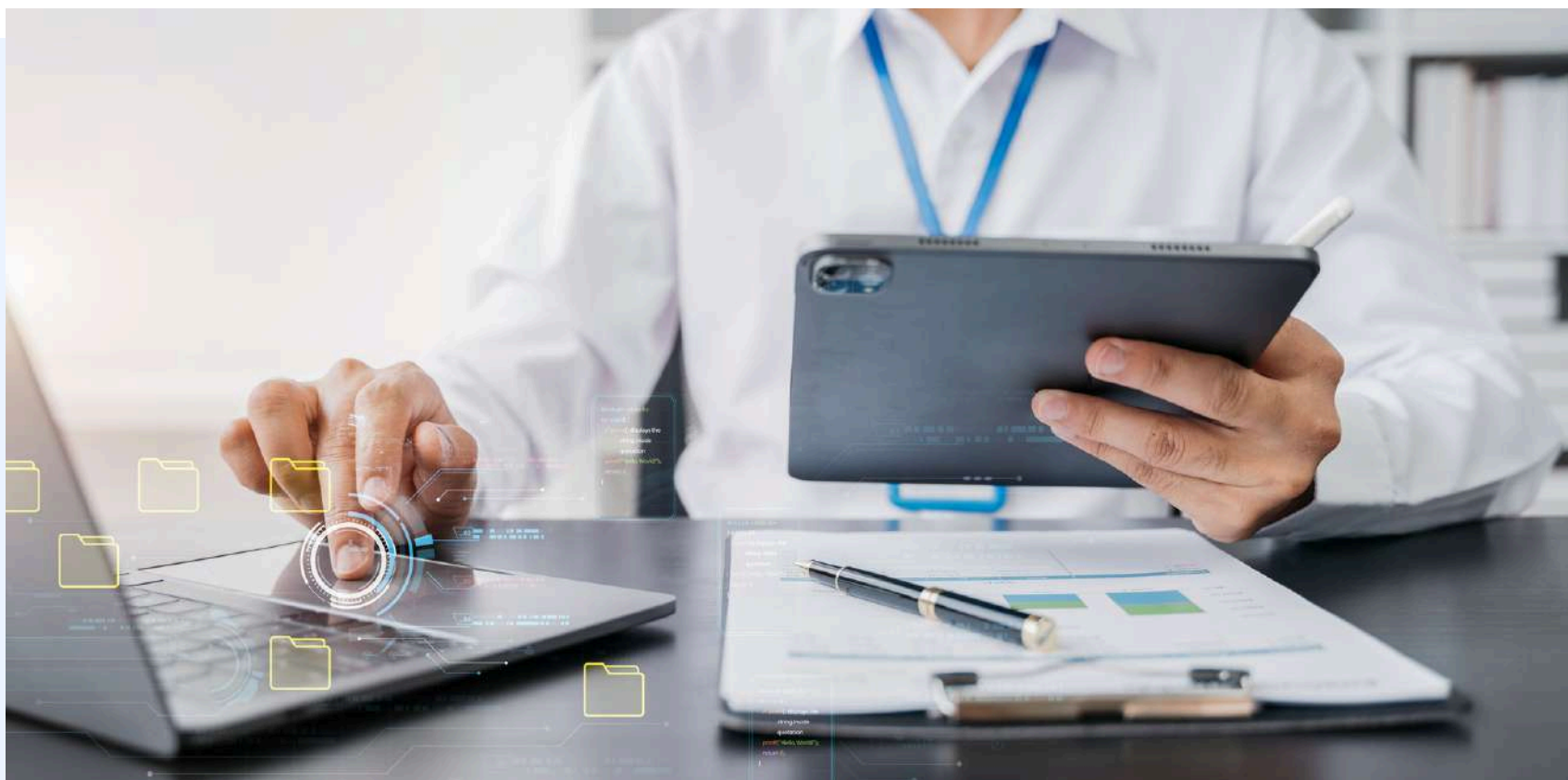




03

### Lack of Integration

Inefficiencies in lead capture, communication, and data management were caused by the lack of integration between the client's website form, email communication, and existing systems.



04

### Customized Workflow

Their manual deal management processes result in inefficiencies and errors, leading to delays and inconsistencies in deal tracking, calculation setups, and negotiation discussions.



# Solution Proposed

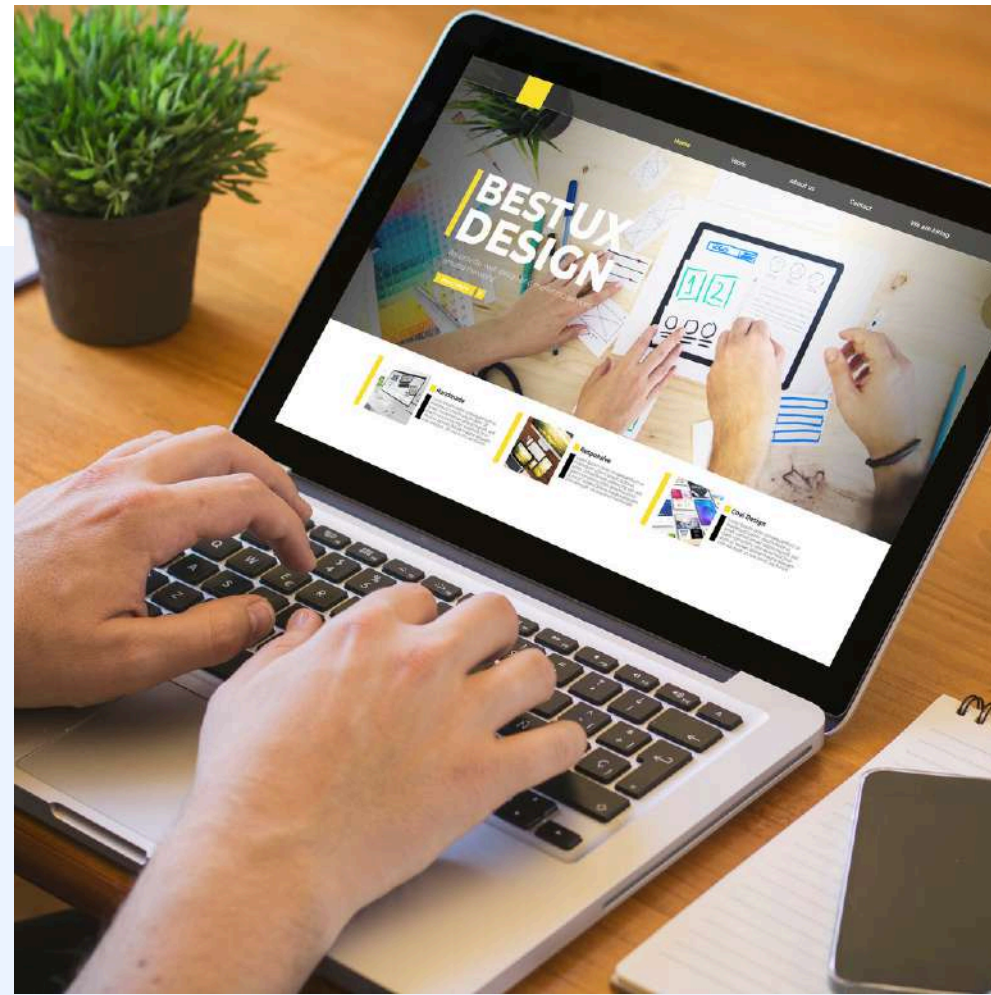
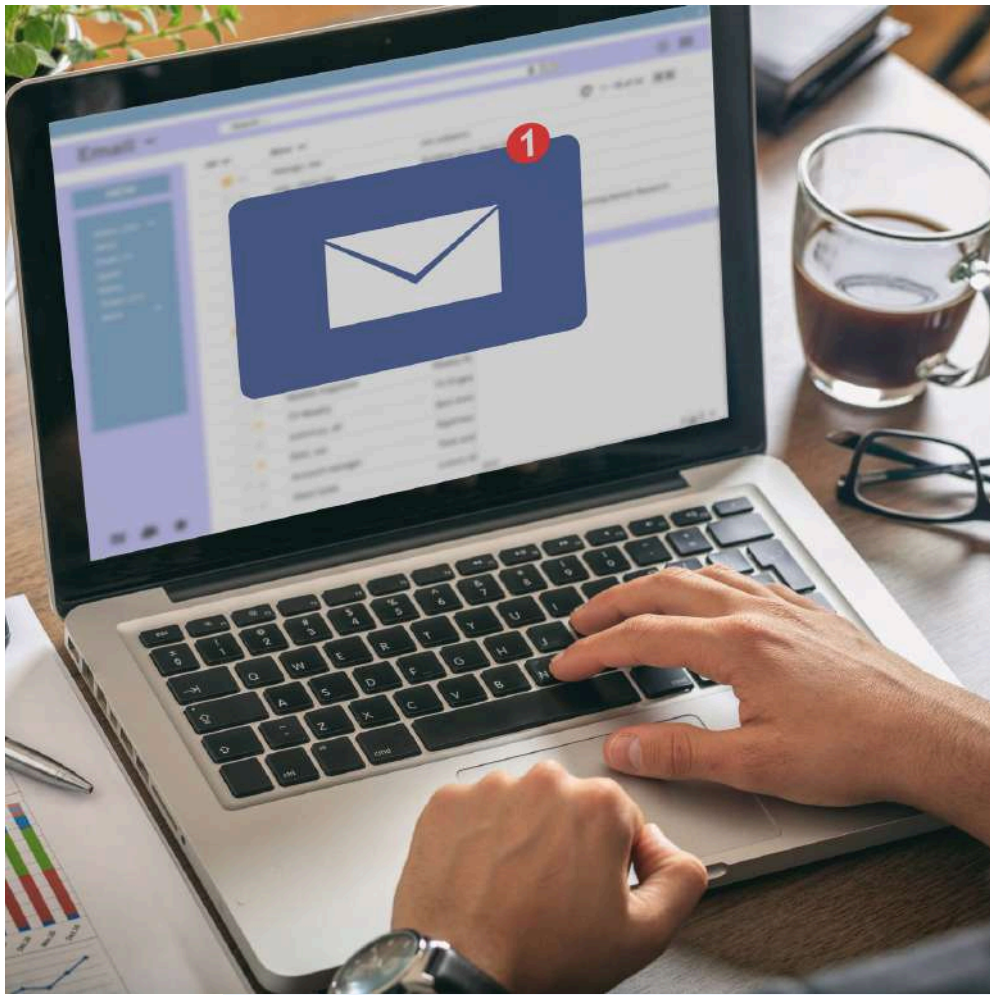
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➤ E-mail Integration

➤ Zoho CRM Integration

➤ Website Integration



Deal Name	Amount	Stage	Closing Date	Account Name
Sigma Corporation	\$ 340,000.00	Qualification	05/31/2024	Sigma Corporation
Scriptorium - New York	\$ 540,000.00	Qualification	04/18/2024	Scriptorium
Commercial Press - Miami	\$ 500,000.00	Qualification	04/26/2024	Commercial Press
Maithili Inc	\$ 120,000.00	Negotiation/Review	03/17/2024	Maithili Inc
King - Mariner	\$ 230,000.00	Needs Analysis	03/17/2024	King
King	\$ 600,000.00	Identify Decision Makers	03/17/2024	King
Truhlar And Truhlar Attys	\$ 450,000.00	Identify Decision Makers	03/17/2024	Truhlar And Truhlar
Commercial Press	\$ 450,000.00	Value Proposition	03/17/2024	Commercial Press
Morlong Associates	\$ 350,000.00	Value Proposition	03/17/2024	Morlong Associates
Chapman	\$ 700,000.00	Proposal/Price Quote	03/17/2024	Chapman
Printing Dimensions	\$ 250,000.00	Value Proposition	03/17/2024	Printing Dimensions
Feltz Printing Service	\$ 450,000.00	Identify Decision Makers	03/17/2024	Feltz Printing Service
Chemel	\$ 700,000.00	Needs Analysis	03/17/2024	Chemel
Chanay	\$ 550,000.00	Identify Decision Makers	03/17/2024	Chanay
Benton	\$ 2,500,000.00	Qualification	03/17/2024	Benton

01

### E-mail Integration

We have integrated Zoho CRM with their email system to synchronize communication and streamline email correspondence with Leads, clients, and others.

02

### Website Integration

Our experts integrated their website forms directly with their Zoho CRM modules so that they can capture leads directly into the system and manage efficiently their lead management and follow-up with clients.

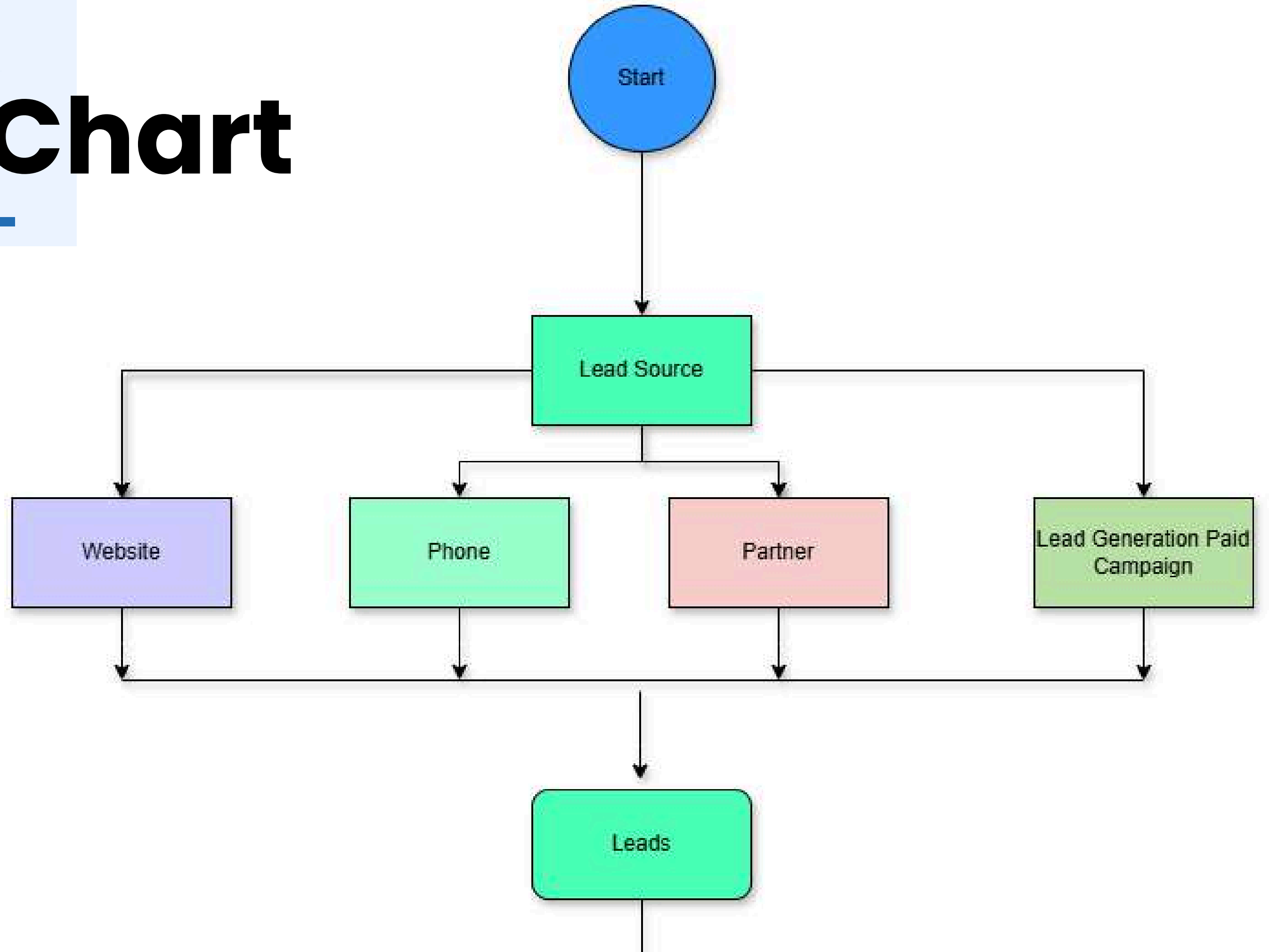
03

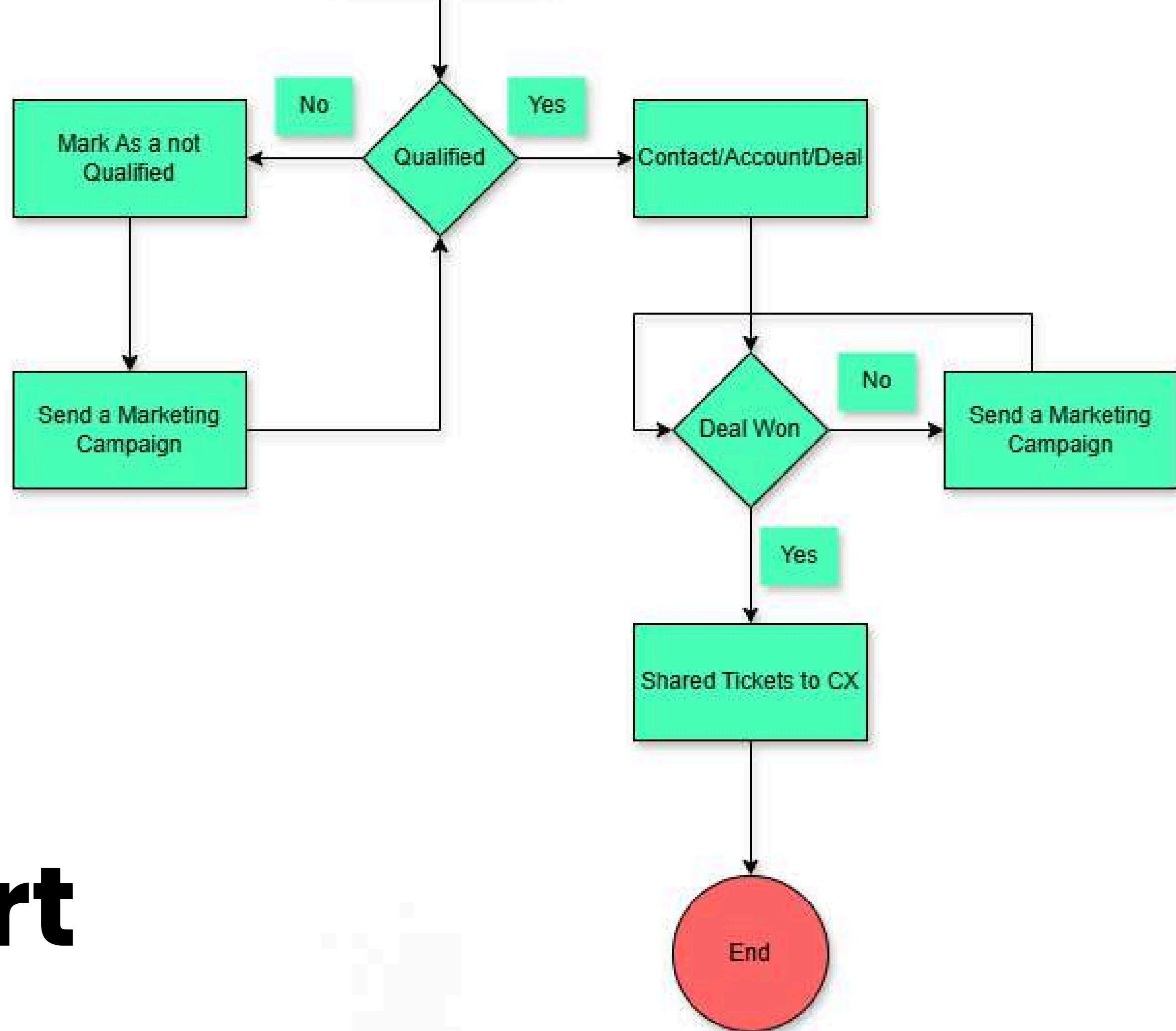
### Zoho CRM Integration

After conducting a discussion with the client we decided to implement Zoho CRM for their business to customize and configure cruise management processes and workflows like information deals, and negotiation discussion payment calculations at Zoho CRM. We have also implemented custom modules and fields for calculations to automate payment calculations and installment schedules based on deal parameters and customer preferences.



# Flow Chart



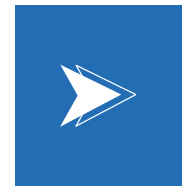


# Flow Chart



# Results

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## Efficient Leads Management

Integration of website forms and email communication streamlined their lead capture and follow-up processes, enhancing overall lead management efficiency.



## Streamlined Deal Management

After implementing Zoho CRM the automation of deal calculations and centralized deal tracking in Zoho CRM leads to significant improvement in efficiency and accuracy.



## Improve Deal Updates

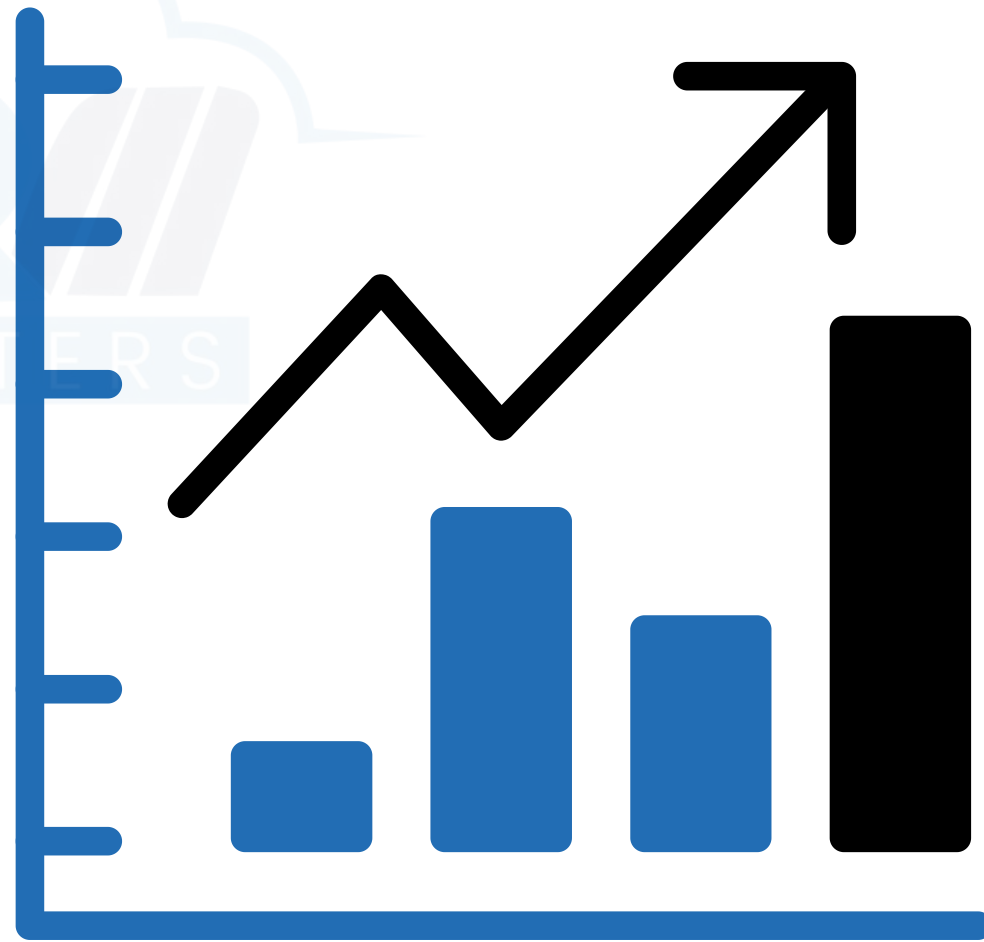
Real-time synchronization minimized discrepancies, ensuring consistency in pricing and availability.



## Improved Customer Engagement

A centralized CRM system enhanced the company's ability to engage with customers effectively. The streamlined communication process resulted in increased customer satisfaction.





98%

Improvement in Lead Management

95%

Improved Customer Engagement

95%

Workflow customised

98%

Streamlined deal management





# About CRM Masters Infotech

ENABLING GROWTH THROUGH  
DIGITAL TRANSFORMATION

We are a CRM consultant company Known as the Zoho Premium Partner. With over **8 years of experience** and more than **2000+ successful projects**, we have a proven track record of helping businesses optimize their workflows and boost growth. Our team of **75+ expert developers** specialize in delivering top-notch CRM integrations, and tailored business solutions to meet our client's needs.





# Let's Talk & Find Your Solution



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