
NES TRAVEL CRM

CRM Implementation Processes and Results

1

ANALYSING - TARGETING

Why We Need CRM?

This was the first question that we asked ourselves. Why we need CRM?

- 1) We couldn't handle current customers in case of serving afterwards.
- 2) We couldn't manage upcoming customers.

NES Travel had more than 5.000 customers in first quarter of 2001 and customer's desires were never ending. We screwed up and started to lose reputation, customers and money.

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CONTINUOUS MEETINGS – COLLECTING FEEDBACKS

We all employees decided to make meetings every Monday to discuss the current problems. Every meeting was interesting to find and see the new things from customers view. When some problem occurs immediately employees were taking note and writing to the MS Excel.

Our main target was increase the customer satisfaction level, than creative problem solving system and than make better marketing over the system.

2

PLANNING

WHAT WE ARE GOING TO DO NEXT?

Almost all the team was motivated to start CRM systems. Each of them was successfully and seriously taking feedbacks from customer and listing down under the similar problem in excel sheets. Especially two of them were interested in CRM more than any of others.

Those two employees were collecting feedbacks from employees and customers both. The CRM team was established by itself from volunteers. They were taking care of the system two hours everyday. Now we were ready to make concrete CRM plan. The team was settled, managing is personally takes care, and vision was accepted by the employees.

HOW ARE WE GOING TO DO?

Our work is pretty easy cause we wouldn't need to train employees to use system due they were already part of it. After they wrote the problem they also saw the how to solve.

We understood that we need a tool to pursuit, communicate, setup and programs or programmers.

OUR PLAN

Set up the Loyalty Program:

Our customers were not loyal to us. They couldn't get enough service to be loyal. We didn't have reminders, promotions etc... for them.

Live Support System:

Customer should get in touch with us any time they want to. They should able to make an instant question and get the answer instantly.

Call Back:

We should collect the phone numbers for next inquiries and customer they could always chance to receive a call from us for immediate requirements.

Online Reservation System:

Customer could do their own reservation any time they want to. They shouldn't stack the office hours to get reservation. The system was given them opportunities.

Desired Destinations Database:

Customer should choose the specific areas or destinations to go while they customize their view.

Target Marketing:

We should know who interested in what products. It needs counter of each pages to know what is going on with the customer.

Categorized Email:

This includes target marketing souls. We could remind our products via email and those emails should be special for each of the clients due to their decisions.

Surveys:

We should find out that what they are thinking about us or where they want to go etc...

Advertorials:

After we could see the results of CRM, the system should create the advertising methods.

Now we described the exact needs of our CRM Systems, we have ready plans and we got team for it...

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MODELLING

FIND THE SUBJECTS AND DESCRIBE THE SYSTEM

BEFORE THE SALES:

Desired Destinations Database:

- We prepared new forms to fill while visitors getting to be our member.
- Destination database is using that information to prepare DDD.

The Loyalty Program:

- Prepared some certain level for loyalty like how many times he/she traveling with us in a year.
- More than 3, got announces of special products.
- More than 5 - 10, got some discount level More than 20, got VIP card

Live Support System:

- We will go over this end of this report.

Categorized Email:

- When client becomes our member ones, we have all the personal information including interests.
- We will go to sent them an email with their special interests.

- o Weekly, Seasonally, promotionally based

Categorizing Customer:

Income level

- o C, C+, B, B+, A an A+
- o Travel frequent level
- o “3 – 5 -10 -20” and more

Interest Level

- o Tour
- o Daily – Weekly - Cultural – Relaxing - World
- o Hotel
- o Star category

Online Reservation System:

Visitors or callers now will able have their night shifts. They could make a reservation or pay.

The screenshot shows the website header with the NES TRAVEL logo and the text "ONLINE TATIL MERKEZİ". Below the header, there are navigation links for "Anasayfa", "Günübirlik", "Turlar", "Extreme", "Otel Rezervasyon", "Yurt Dışı", and "Emlak İle". A banner below the navigation links reads "İZİDE ŞEHİRLERİNE VE YAYLALARINA GİDECEKSİNİZ... HEMDE MALİYETİNE İ...". Below the banner, there is a "GeoTrust" logo and the text "Nes Travel olarak İnternette Türkiye'nin En Çok Ziyaret Edilen 3. Turizm sitesiyiz. İnternette en popüler acentayız."

The main content area is titled "ONLINE REZERVASYON". Below this title, there is a navigation bar with "1 2 3 4" and a "Geri" button. The reservation form is as follows:

Turun Adı	Adedi	Fiyat	Toplam
Ağva - Hacılı - Kurudere Şelaleleri Turu *Günübirlik*	<input type="text" value="2"/>	45,00 YTL	90,00 YTL
Toplam:			90,00 YTL
KDV(%18):			16,20 YTL
Tutar:			106,20 YTL

Below the table, there is a section titled "Ödeme Koşulları Ve Fiyatlar" and a "Devam Et" button.

The footer of the website contains the NES TRAVEL logo and several certification logos including TCDD, ANFA, IATA, and ASMA.

Schema 01: Online Reservation Sample

AFTER THE SALES:

Call Back:

- We made such a form that visitor will fill up while they make reservation.
- They can choose if they can receive an email reply or a call back.

Target Marketing:

- We can see click steam of the visitors.
- This enables us to target marketing

Surveys:

- We have many surveys.
- We created one that customers will fill out this survey after their trip.
- We can also open in a new window in web site.

Advertorials:

- We know exactly which product sold.

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EXECUTION

EXECUTION PLAN

- We should integrate the system with our current desktop programs and web sites.

- It should interact between customer to employees, employees to employees and employees to managers.
- All of this things and interfaces should be user friendly.

HOW ARE WE GOING TO DO?

We didn't think one second that we might outsource the business or technological issues. Nes Travel is owned by a software company that the company is it is in the business over 10 years. We used this advantage and hired two of the Supernet's programmers.

- We asked employees wish lists.
- Collected all the spreadsheets and data's.
- Turn current database to snowflake model.
- Create the user interface.
- Continue to regular meetings.
- Train the trainee.

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OTHERS

LIVE CHAT – CLICK STREAM – REFERRERS

Our live support and complete CRM solution is providing real client services.



- **Manager**
 - Manage Departments
 - Manage Operators
 - Generate HTML

- **Interface**
 - Colors & Language
 - Support Icons
 - Initiate
 - Chat Image

- **Preferences**
 - Exclude IP
 - Tracking Email
 - Transcript

- Time Zone

- **Operator Prefs/Reports**
- Support
- Request
- Operator Ratings
- Operator Pics

- **Sessions**
- Current Chats
- Chat Transcripts
- Admin Console

- **Traffic Reports**
- Traffic & Footprints
- Refer URLs

- **Chat Preferences**
- Polling Time
- Polling Type

- **Marketing & Sales**
- Click Tracking
- Proactive Survey
- Sales Path

- Knowledge Base
- Preferences
- Setup and Build

