

- ▶ yCRM is a robust customizable Customer Relationship Management software for Travel, Tourism & Hospitality industry.
- ▶ It comes in various generic as well as Industry specific variants and has many unique features and modules which are not available in other competitor software.
- ▶ Simple screens, customizable workflows, latest tech stack along with flexible pricing options make yCRM a preferred choice for all sized organizations across domains and industries.



# Travel CRM Software

## Features List



### Data Management

Data lifecycle management starting from Data Mining to Upload, Tracking and Control.



### Marketing & Leads Generation

Support for Calls, Emails, SMS, WhatsApp based Marketing Campaigns & Leads generation flow.



### Leads Management & Tracking

Extensive Leads Management system with Leads Qualification, Interactions Tracking, GPS based Sales Rep Tracking.



### Sales Pipeline Management

Sales Funnel Tracking, Projections and forecasting at Service/Product, Division, Sales Rep & Consolidated levels.



### Accounts Management

Customer Management module with Client Profiling, Key Contacts, Sales Opportunities, Meetings & Pending Dues Tracking.



### Customer Service & Support

Target vs Actual tracking for Customer Meetings, Tracking of Support queries and SLA driven Support tracking.



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