YIRON
TECHNOLOGIES PVT LTD

yCRM™

Robust customizable Travel CRM Software with specialized variants for B2C, B2B, Retail, Corporate & Fixed Departures

Download softcopy of the brochure

yCRM™

YIRON® TECHNOLOGIES PVT LTD

Travel CRM Software for:

- Offline Travel Agents
- Online Travel Agents
- Tour Operators
- TMCs and DMCs
- Fixed Departure Operators

yCRM™

01 Data Mining & Management

02 Retail, Corporate & B2B Customer Profiling

03 B2B & B2C Marketing Campaigns

04 Leads Management & Tracking

05 Sales Pipeline Management

06 Accounts Management

07 Customer Service

08 Support Via Emails, WhatsApp Calls, SMS, IVR & Mobile App

09 Enterprise Reporting, BI & Analytics Engine

50+ DEPLOYMENTS | **700+** ACTIVE USERS | **99.99%** UP TIME

Why Choose yCRM?

- Tailor-made Software for Travel & Hospitality industry
- Available with both Web and Mobile App options
- Different Flavors of all types of B2B, B2C, Corporate travel & fixed departure operators
- High-end Tech stack with flexible pricing options

- Support for all Travel Products & Services
- Simple screens with customizable workflows
- Seamlessly integrated with Itinerary Builder, POS system & Social media platforms
- Latest AI/ML based Algorithms along with exhaustive BI & reports engine

🚀 *Upgrade to yCRM today and take your travel business to the next level!*

Product Features

1 Access Management

- ✓ Secure Login Module
- ✓ Role-Based Access Control
- ✓ SSO and AD Integrations
- ✓ Organizational Hierarchy-Based Access Control
- ✓ Password & Usage Policy Enforcement
- ✓ Enterprise-Level Access Management

2 Data Management

- ✓ Data Mining and Collection
- ✓ Data Upload & Storage
- ✓ Data Tracking and Control
- ✓ Data Lifecycle Management

3 Marketing & Leads Generation

- ✓ Marketing Requisitions
- ✓ B2C & B2B Marketing Campaigns
- ✓ Multi-channel Marketing (Calls, Emails, SMS, WhatsApp)
- ✓ Lead Nurturing and Engagement
- ✓ Automated Lead Capture from Travel Portals, Aggregators & Social Media
- ✓ Custom Form Builder for Leads Capture

4 Leads Management

- ✓ Comprehensive Lead Qualification
- ✓ Travel Products and Services handling
- ✓ Interaction Logs & Lead History
- ✓ Lead Lifecycle Management - B2C, B2B, Retail, Corporate & Fixed Departures
- ✓ Proposal and contract creation
- ✓ Real-time Lead Tracking
- ✓ Lost Leads Monitoring and Control with RCA

5 Sales Pipeline Management

- ✓ Travel Sales Funnel Management
- ✓ Sales Funnel & Deal Stage Tracking
- ✓ Revenue Projections & Forecasting
- ✓ Sales Performance Analysis (Product/Service, Division, Rep, Consolidated)

6 Accounts & Customer Management

- ✓ Travel CRF Management
- ✓ Retail, Corporate, and B2B Client Profiling
- ✓ Contacts Management
- ✓ Sales Opportunity Tracking
- ✓ Meeting Scheduling & Management
- ✓ Pending Dues & Payment Tracking
- ✓ Customer Documentation Management
- ✓ Global Clients Management

7 Customer Service & Support

- ✓ Meeting Target vs Actual Tracking
- ✓ Meeting Scheduling & Alerts
- ✓ Customer Query & Support Ticket Management
- ✓ SLA-driven Support Tracking
- ✓ Enterprise Emails Management Solution (EMS)

8 Customer Relations Management

- ✓ Automated Customer Greetings & Follow-ups
- ✓ Travel History based Offers
- ✓ Loyalty Program Integration
- ✓ Customer Grievance Handling
- ✓ 360 Degree View

Product Features

9 Field Staff Monitoring

- ✅ Geo-fencing Attendance logging
- ✅ GPS-based Sales Rep Tracking
- ✅ Location Tagging for meetings
- ✅ Distance Travelled Tracking

10 Powerful Reporting & Dashboards

- ✅ AI-Based Dashboards, Analytics & BI
- ✅ Drill-down Reports
- ✅ Performance Insights at Org, Unit, Department, and User Level
- ✅ Customizable Ad-hoc Reports & Dashboards
- ✅ MIS Reports for Top Management
- ✅ Service-wise, Client-wise, Agent-wise Travel Reports
- ✅ Third Party BI Integrations

11 Omni-Channel Communication

- ✅ In-Built Email, SMS & WhatsApp Integrations
- ✅ Social Media Integrations including FB, LinkedIn, Instagram & others
- ✅ Call API Integrations
- ✅ Web chat widget
- ✅ Automated interaction logs

12 Robust Mobile App

- ✅ Android and iOS App for key functions
- ✅ Seamless Calling Integration
- ✅ Meeting & Appointment Management
- ✅ Meeting Check-in/Check-out

13 Productivity & Automation

- ✅ Automated Reminders
- ✅ Configurable Lead Tracking Alerts & Controls
- ✅ Customer Demos Management
- ✅ Bulk Data Uploads
- ✅ Marketing Automation

14 Additional Travel Modules

- ✅ Third-party Integrations (Itinerary Builder, Travel Accounting, HRMS, Helpdesk & BI Software*)
- ✅ API Support for Travel Booking Systems & Third-Party Applications
- ✅ Tour Package Management (Custom & Predefined Packages)

15 Technology & Integrations

- ✅ Scalable Web & Mobile Applications
- ✅ Robust Architecture using latest technologies
- ✅ Ready-to-use Third-party Integrations
- ✅ AI-Based Algorithms
- ✅ Enterprise grade Data Security
- ✅ Cloud-Based Shared & Independent Hosting

16 Professional Tech Support

- ✅ Standard & Extended Tech Support via Emails
- ✅ SLA-Driven Support via Helpdesk & WhatsApp
- ✅ Premium 24x7 SLA-Driven Support via Multiple Channels (Email, Calls, Chat, Skype, GMeet, etc.)

→ Plans

YIRON® TECHNOLOGIES PVT LTD

Starter

- Secure Login module
- Access Management
- Travel Products and Services handling
- Leads Capture from different sources
- Contacts Management
- Leads Management - B2C, B2B, Retail, Corporate & Fixed Departures
- Interaction Logs
- Automated Reminders
- Lead Tracking Alerts and Controls
- Basic Reporting
- Basic Masters
- Web based Meetings Module
- Dashboards & Analytics
- Web based solution
- In-built Data Security
- Standard cloud based shared hosting
- Standard 8-Hour Tech Support via Emails

Intermediate

- Advanced Login Module
- Advanced Access Management (Role-based controls)
- Travel Products and Services handling
- Automated Leads Capture (from FB & LinkedIn)
- Contacts Management
- Travel Leads Lifecycle Management
- Interaction Logs
- Automated Reminders
- Lead Tracking Alerts and Controls
- Advanced Reporting
- Advanced Masters
- Web-based Meetings Module
- Advanced Dashboards & Analytics
- Web & Mobile App Solution
- Enhanced Data Security
- Premium Cloud-based Shared Hosting
- Extended 12-Hour Tech Support (via Emails & Helpdesk)
- Automated Customer Greetings
- GPS Check-in and Check-out
- Targets vs. Actuals Tracking (Meetings)
- In-built Email Integrations
- Data Mining & Management
- Marketing Requisitions
- Accounts Management

Collaboration

- Enterprise Login Module
- Professional Access Mgmt (Org Hierarchy-based controls)
- Travel Products and Services handling
- Automated Leads Capture (from FB, LinkedIn, Company Website, Instagram)
- Contacts Management
- Travel Leads Lifecycle Management
- Interaction Logs
- Automated Reminders
- Configurable Lead Tracking Alerts and Controls
- Extensive Reporting
- Advanced Masters & Controls
- Web-based Meetings Module
- Dashboards, Analytics & BI
- Web-based Meetings Module
- Enterprise Data Security
- Premium Cloud-based Independent Hosting
- Professional 12-Hour SLA-driven Tech Support (via Emails, Helpdesk & WhatsApp)
- Automated Customer Greetings
- GPS-based Live Tracking
- Targets vs. Actuals Tracking (Leads)
- In-built Email, SMS & WhatsApp Integrations
- Data Mining & Management
- Marketing Requisitions
- Accounts Management
- B2C & B2B Email Marketing Campaigns
- Retail, Corporate and B2B Customer Profile
- Travel Sales Funnel Mgmt
- Ad-hoc Custom Reports

Elite

- Enterprise Login Module (with SSO & AD Integrations)
- Enterprise Access Management
- Travel Products and Services handling
- Automated Leads Capture (from FB, LinkedIn, Company Website, Instagram, Google Ads)
- Contacts Management
- Travel Leads Lifecycle Management
- Interaction Logs
- Automated Reminders
- Configurable Lead Tracking Alerts and Controls
- Enterprise Reporting
- Advanced Masters & Controls
- Web-based Meetings Module
- AI-based Dashboards, Analytics & BI
- Web-based Meetings Module
- Enterprise Data Security & Certifications
- Customizable Solution (with dedicated hosting on customer-preferred servers)*
- Premium 24x7 SLA-driven Tech Support (via Emails, Helpdesk, WhatsApp & Calls)
- Automated Customer Greetings
- GPS-based Live Tracking
- Targets vs. Actuals Tracking (Sales)
- In-built Email, SMS, WhatsApp & Calls Integrations*
- Data Mining & Management
- Marketing Requisitions
- Accounts Management
- B2C & B2B Email Marketing Campaigns
- Retail, Corporate and B2B Customer Profile
- Travel Sales Funnel Mgmt
- Ad-hoc Custom Reports
- Custom Leads Capture Forms
- Demos Management Module
- Travel CRF Management
- Enterprise Emails Mgmt Solution*
- API IN & OUT Support
- Contracts Management*
- Third-party Integrations (Itinerary Builder, Travel Accounting, HRMS, Helpdesk & BI Software)*

means optional modules/features available on separately chargeable basis.

More About Us...

Our Other Products

yTravSuite
Comprehensive Travel Portal Software with extensive Travel Management modules

FACTS
A unique and robust Financial Accounting & Customer Tracking Software

yHRMS
Enterprise HR Management Software for Travel & Tourism industry

YironChat
Centralized WhatsApp Chat Support system for customer support.

yironRecruit
An Applicant Tracking System for Travel Businesses

YironDesk
Helpdesk Software for Travel Operations & Support

Our Services

Custom Software Development & Maintenance

Web Design & Development Services

Mobile Applications Development Services

Digital Marketing, Branding & Lead Generation Services

Travel ITES, Consulting & BPO Services

IT Hardware/Cloud/Infrastructure Management Services

Staff Augmentation Services

Niche Technology Services (RPA, AI, ML, Blockchain & Others)

Third Party Products Implementation & System Integration Services

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