



Unique Travel Corp. Improves Travel Agent and Customer Relationships With CRMPlus Consulting

The Challenge

This operator of all-inclusive resorts needed a CRM solution that would support communication between multiple locations and sales channels across North and Latin America.

Solution

CRMPlus Consulting implemented Infor CRM, providing the organization with a more efficient solution for managing customer relationships and a better method for storing and obtaining customer information.

Results

Unique Travel Corp. is able to better communicate across multiple sales channels, better manage opportunities in the pipeline, and make better decisions.

Operator of the Sandals and Beaches all-inclusive resorts throughout the Caribbean, Unique Travel Corp. (UTC) resorts are located in Jamaica, Antigua, St. Lucia, the Bahamas, and the Turks and Caicos Islands. Sandals Resorts is the world's only luxury-included® vacation for couples, while the Beaches Resorts brand caters to families, singles, and couples.

With offices in Miami and Toronto, and travel agents all over North America, UTC needed a flexible CRM solution that would allow them to manage travel agent and customer relationships across multiple sales channels.

When choosing a CRM provider, UTC had a number of criteria that candidates needed to meet in order to be considered. Gary Sadler, Senior Vice President of Sales, recalls, "We looked at a number of companies, but CRMPlus Consulting and Infor CRM were most compatible with the things we were trying to achieve."

Sadler adds, "Price certainly was a factor but also efficiency was a huge factor and we found a great match; my experience with CRMPlus Consulting has been absolutely phenomenal!"



Building Stronger Customer Relationships

Prior to implementing Infor CRM, UTC had difficulty with department communications. Sadler explains, "We had a challenge with information—with the inside sales department communicating with the outside sales department."

CRMPlus integrated Infor CRM to work with Unique Travel Corp. Certified Sandals Specialist program to provide Business Development Managers with complete visibility of their target customers. This provided UTC with an integrated view of customer interactions across multiple departments and locations—providing the information and insights UTC needs for better planning, managing, and forecasting, and a better method for anticipating customer needs.

“With the custom reporting CRMPlus designed and implemented for us, we are able to manage the important activities: what the business development managers are planning, how they plan their schedule, what things are being done out in the field that are right, or what challenges we have in the field.”



With decades of combined experience in customer relationship management software, the team at **CRMPlus Consulting** has the expertise to fully understand your business requirements and what needs to be implemented to help you achieve your long- and short-term goals.

With offices in Tampa and Orlando, Florida, **CRMPlus Consulting** has worked with customers in industries such as health care, construction, insurance, and technology to name but a few.

Through a thorough review of your company's current workflow and processes, **CRMPlus** can recommend a customized solution based upon your needs and budget that will help you better understand how your customers are taken care of at each and every stage of the relationship.

“Having one system in place provides the sales managers located across North and Latin America with the information they need while in the field, and helps them communicate with the inside sales department. This has certainly helped us to be more effective in the things that we do on a regular basis,” explains Sadler.

“Since the implementation of Infor CRM, we have been able to increase productivity and sales,” says Sadler. “We have also been able to manage the business of the travel agencies on a constant basis so now there is some tangible evidence as to what the business development managers are working on in a particular field, their work with a particular agency, and their work on a particular project.”

Sadler adds, “We are able to see what those results are—based on information that we are able to put into our CRM system.”

Improving Reporting & Forecasting

With its robust reporting and analytics, opportunity management, process automation, and consolidated customer data, Infor CRM enables UTC to make profitable decisions.

“A lot of times I think that companies make bad decisions because of incorrect information,” says Sadler. “In terms of forecasting, Infor CRM has been able to provide us with good information to make good decisions.”

Sadler adds, “We now have history so that we are able to analyze the current situation and move forward with the management of all of our operations.”

UTC is currently running custom weekly reports and monthly calendars. Sadler explains, “With the custom management reporting CRMPlus designed and implemented for us, we are able to manage the important activities—what the business development managers are planning, how they plan their schedule, what things are being done out in the field that are right, or what challenges we have in the field.”

Providing Anywhere Access

“Remote access has certainly helped in demonstrating that no matter where you are, business has to be done,” says Sadler. “Infor CRM web access has benefited UTC because we are constantly on the go—somebody in California is making a decision that somebody in Miami needs to look at, but somebody in Toronto needs to be aware of the information,” explains Sadler. “Online access has provided this direction to make sure that everybody is on the same page going into the decision making process.”

Sadler adds, “None of our business development managers work out of our corporate office—they are all out in the field. With remote access they can be anywhere across North America at any given time and are able to connect.”