



## GoldenLion Offers Customized Travel Agency CRM to Go Team Travel

### COMPANY PROFILE

Flavia Aliberti runs a niche travel agency that specializes in Sports Team travels. As a professional hotel sales and travel manager, Flavia noticed how coaches and other support staffs of sports teams spend huge man-hours and efforts arranging various aspects of their sports team's travels.



She figured that the time was better spent focusing on their team's performance!

So, Flavia launched Go Team Travel, a unique travel agency that offers bespoke traveling services to sports teams only.

Go Team Travel specializes in planning traveling solutions based on practical needs of teams. Flavia and her team negotiate with suppliers, transportation agencies, hotels and any other stakeholders depending on the team's need and ensure a completely hassle-free travelling experience for them.

### PROBLEM AREAS

As Go Team Travel grew in popularity, keeping track of all the services offered to the clients became difficult for Flavia.

#### Problem Areas

- ❖ Finding the right technical solution for keeping track of services offered to each client.
- ❖ Finding the software and customizing it within the start-up budget.

Moreover, the unique nature of Go Team Travel means, no two clients needed the same services. So, Flavia started looking for an easy to use technology that can help her keep track of all the services being offered to a particular client.

Finding such a software and customizing it to fit the needs of Go Team Travel, within their start-up budget was another challenge.

During this time when Flavia was looking for a CRM solution, she came across GoldenLion online.

After the initial discussions, she offered the job of customizing and implementing the Travel Agency CRM for Go Team Travel to GoldenLion.

## GOLDENLION OFFERS CUSTOMIZED CRM SOLUTIONS TO ADDRESS THE PROBLEM AREAS

GoldenLion offered their Travel Agency CRM to Flavia. The Travel Agency CRM is built on the award winning ZOHO CRM platform and is highly optimized for the unique requirements of travel agencies.

### Solutions Offered:

- ❖ Customize Travel Agency CRM to fit the unique requirements of Go Team Travel

Being a bespoke service provider, Go Team Travel required some more modifications in the Travel Agency CRM.

The final CRM system delivered to Flavia was great for tracking all the service offerings for each of her clients. Moreover, being built with cloud technology, the system let

anyone log into the CRM from anywhere and everywhere with their log-in id and password. This became a highly useful feature, as the users of Go Team Travel often have to travel with their clients.

Mr Arnab Bandyopadhyay, Director, GoldenLion said, "We offered Flavia one of our most popular industry solutions, Travel Agency CRM. This CRM solution is built on ZOHO platform and includes highly verticalized customizations to suit the myriad needs of a travel agency. We still had to do a bit of customization for Go Team Travel, due to the unique nature of their business. But, the overall go-live time was significantly short and we could deliver the solution within their budget".

To sum it up, in the words of Flavia Aliberti, Owner, Go Team Travel, " We use the Travel Agency CRM for our business every single day. It offers all the features we need as well as out-of-the-office access. The system seamlessly integrates with all other Zoho products too."



**Flavia Aliberti**  
Owner  
Go Team Travel

### Contact Us

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### About GoldenLion

GoldenLion started its journey in 2010 with a goal to help small and mid-sized organizations multiply their sales revenue by putting in place structured sales processes combined with deployment of world-class sales tools.

With this goal in mind, GoldenLion became an Alliance Partner of Zoho Corporation in 2011 in order to deploy Zoho suite of on-demand productivity and collaboration applications amongst these organizations. Over the years GoldenLion has emerged as one of the top consulting partners of Zoho worldwide.

For more information about GoldenLion, please visit [www.glionconsulting.com](http://www.glionconsulting.com).

