

GoldenLion Implements Zoho One for Southport Golf Tours

Introduction

Southport Golf Tours specializes in crafting bespoke luxury golf tours to England's Golf Coast in the northwest of England, attracting golf enthusiasts from around the globe.

GoldenLion initially implemented Travel Agency CRM, a tailored solution built on Zoho CRM, to support Southport Golf Tours' operations.

However, the unique demands of managing golf tour packages required further customizations beyond the standard solution.

To address these needs, GoldenLion developed extensive customizations specifically designed for golf travel agencies.

Additionally, they integrated multiple applications from the Zoho One suite, enhancing Southport Golf Tours' efficiency and delivering a comprehensive solution for their business.

Business Name

SOUTHPORT GOLF TOURS

Company Profile

- INDUSTRY TRAVEL AGENCY
- TYPE B2B AND B2C
- HQ UNITED KINGDOM
- USERS 3

Selection Criteria

- ONE SUBSCRIPTION, MULTIPLE APPS
- TIMELY SUPPORT
- PROPER PARTNER SUPPORT
- BUDGET-FRIENDLY
- INDUSTRY SOLUTION
- CUSTOM DEVELOPMENT CAPABILITY



CASE STUDY

Problem Statement

For the first 10 years, Southport Golf Tours was a one-man operation led by Mel Palmer, the company's Director.

Like many start-ups, the business initially relied on Microsoft Office and manual data entry to manage its processes. However, Mel's passion for golf and exceptional hospitality fuelled rapid growth, taking the business to new heights.

As the business expanded, the small team at Southport Golf realized the need for a more efficient system - one that could automate processes, streamline quote creation, and manage vendor reservations more effectively.



WHY ZOHU ONE?

- With Travel Agency CRM, built by GoldenLion on top of Zoho CRM, they could go-live very quickly.
- Zoho One's flexibility, scalability, and customization options, which could be tailored to meet the unique needs of the golf industry
- Zoho One's extensive range of integrated apps offered a future-proof solution to support their expansion.
- The ability to centralize data and automate processes across different departments helped improve operational efficiency

Finding GoldenLion

As a small business, Mel sought a cost-effective solution that could scale with the company's growing transaction volume and user base, aligning with their expansion goals.

After hearing positive feedback from a colleague who used Zoho Books, Mel decided to give it a try. However, as he began implementing Zoho Books independently, he realized he needed expertise from a Zoho Partner with deep knowledge of the Travel Industry.

That's when Mel discovered GoldenLion, a Zoho Partner who had developed an industry-specific solution built on Zoho CRM tailored for the Travel sector.

Mel needed a system that could be customized to meet the unique requirements of the Golf Tour Industry. With this goal in mind, Mel scheduled a call with GoldenLion.

CASE STUDY

Implementing Zoho One

GoldenLion initially implemented the Travel Agency CRM for Southport Golf. After the implementation, the team spent about six months familiarizing themselves with the solution. After a year of using the system, Mel and the team began planning for further enhancements.

Now, Southport Golf Tours has an ongoing program to enhance the solution as it matures and grows as a business.

As a result, they are using Zoho for end-to-end processes, which has led to improved control and increased efficiency. GoldenLion helped create a platform that supports their continuous growth. While GoldenLion implemented CRM, Books, Campaigns, Analytics, and SalesIQ, the CRM application provides the most value.

The ability to manage the entire lead-to-delivery process for Golf Tours, along with seamless integration with Zoho Books, makes it incredibly easy for them to handle operations, logistics, and finance.



Future Plans

"We are planning to move our client base to the Luxury Bespoke market on England's Golf Coast, while also looking to scale our service across the UK and Ireland. The solution and our partnership with GoldenLion will help us get there."

MEL PALMER

Director,
Southport Golf Tours

SOLUTION OFFERED

- Customizing and deploying a Travel Agency CRM solution built on Zoho CRM to meet the specific needs of the business.
- Creating advanced automation workflows to streamline business processes and improve efficiency within the Travel Agency CRM.
- Designing and implementing tailored Quote Templates in Zoho CRM that align with the agency's unique business processes and customer interactions.
- Implementing key Zoho applications including Zoho Books, Zoho Campaigns, Zoho Analytics, and Zoho SalesIQ to provide a comprehensive solution for managing operations, sales, marketing, and customer relationships.



Mel Palmer

DIRECTOR
SOUTHPORT GOLF TOURS

About Zoho and GoldenLion

"The implementation of Zoho One, with its interconnected applications, combined with GoldenLion's expertise in driving improvements and adapting to our needs, has proven to be an exceptional partnership. In the short term, this synergy has significantly enhanced our efficiency, and in the medium term, it will play a key role in supporting our growth plans."

CASE STUDY



About Goldenlion

Starting its journey as an Alliance Partner of Zoho Corporation, GoldenLion has become one of the top Zoho consultation companies worldwide.

Since our inception in 2010, we have been helping small and mid-size businesses worldwide automate and structure their entire business processes by offering all-around consultation for the Zoho Suite of Products and customizing them to fit our client's business requirements.

With 900+ customers in 90+ countries, today we are all set to become a trusted growth partner to your business!

[Here's what our customers have to say about our services.](#)

900+
Customers

30+
Team Members

6
Industry Solutions

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