

GoldenLion Implements Travel Agency CRM for Business Plane Experience

Introduction

Business Plane Experience SRL specializes in delivering customized business travel solutions for corporate clients. As part of the broader Business Plane Group, the company was established to optimize travel services for professionals and is headquartered in Moldova.

To enhance their operations, GoldenLion implemented the Travel Agency CRM, a specialized solution built on Zoho CRM Enterprise Edition, for Business Plane Experience. Additionally, GoldenLion customized quote and voucher templates to align with their unique needs as a corporate travel provider.

Today, Business Plane Experience leverages the Travel Agency CRM to streamline their sales and operational processes, ensuring efficiency and smooth business operations.

Business Name

BUSINESS PLANE EXPERIENCE

Company Profile

- INDUSTRY TRAVEL AGENCY
- TYPE B2B
- HQ MOLDOVA
- USERS 11

Selection Criteria

- INDUSTRY SOLUTION
- PROPER PARTNER SUPPORT
- BUDGET-FRIENDLY
- CAPABILITY TO CUSTOMIZE
- FAST GO-LIVE



Business Plane
EXPERIENCE

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CASE STUDY

Problem Statement

Business Plane Experience is driven by a team of passionate travel enthusiasts dedicated to delivering exceptional experiences to their clients, which fueled the company's growth.

However, their reliance on emails and spreadsheets for managing customer relationships and operations introduced challenges such as manual errors, delays, and miscommunication. Additionally, a substantial amount of man-hours was being spent on managing these processes manually.

Recognizing the need for greater efficiency, they began searching for a system that could streamline their operations and automate tasks like generating quotes and vouchers.



WHY ZOHU CRM?

- With the Travel Agency CRM, Business Plane Experience was able to implement the solution and go live quickly.
- The flexibility of Zoho CRM allowed for further customization, ensuring the system could scale as their business grew.
- The cost-effectiveness of both the Zoho subscription and the Travel Agency CRM solution offered a significant advantage, making it a practical choice for their needs.
- Additionally, partnering with an expert like GoldenLion, with extensive experience in the travel industry, was a crucial factor in their decision-making process.

Finding GoldenLion

Business Plane Experience discovered Zoho and GoldenLion through online research and recommendations from industry peers.

While evaluating other systems like HubSpot and Salesforce, they found the Travel Agency CRM, built on Zoho CRM Enterprise Edition, to be the ideal fit for their needs. GoldenLion's industry-specific solution aligned seamlessly with their business processes.

The competitive pricing and the ability to go live within a week—rather than months—further solidified their choice.

After thoroughly reviewing online videos showcasing the Travel Agency CRM, they scheduled a meeting with the GoldenLion team.

Following the demo, it was clear they had found the right solution, and they confidently moved forward!

CASE STUDY

Implementing Zoho CRM

GoldenLion initially implemented the Travel Agency CRM for Business Plane Network, providing an off-the-shelf solution that met their needs effectively. However, to align more closely with their unique requirements, the GoldenLion team customized quote and voucher templates specifically for them.

Following deployment, Business Plane Network experienced improved efficiency in client management and better tracking of travel requests. The solution delivered significant value by automating workflows and centralizing client data, streamlining their operations.

Currently, Business Plane Network relies on the Travel Agency CRM to manage their sales and operations seamlessly. They continue to partner with GoldenLion for ongoing enhancements and are exploring additional Zoho applications, such as Zoho Creator, to further expand their capabilities.



Future Plans

"Our goal is to expand our presence in the business travel sector while enhancing our service offerings."

With the support of Zoho and GoldenLion, we are equipped with tools that enable scalability, deliver real-time insights into client behavior, and ensure seamless operations—allowing us to meet the growing demand effectively."

CHEIANU IONELA

General Manager,
Business Plane Experience

SOLUTION OFFERED

- Deploying an industry-specific solution built on Zoho CRM to address the unique requirements of the business.
- Designing tailored quote and voucher templates to align with business needs.
- Providing ongoing assistance to enhance and scale the solution as the business grows.
- Delivering extensive training and guidance to ensure seamless onboarding and effective use of the Travel Agency CRM.



CHEIANU IONELA

GENERAL MANAGER
BUSINESS PLANE EXPERIENCE

About Zoho and GoldenLion

"Zoho and GoldenLion have been transformative for our business, providing a powerful and customizable platform tailored to our unique needs. Their dedication to customer success and the significant improvements in efficiency and client satisfaction they deliver make them highly recommended partners."

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

Visit Us

GoldenLion Consulting Services Pvt. Ltd.
Regus, RDB Boulevard, 5th Floor,
Sector V, Salt Lake, Kolkata 700091,
India

www.glionconsulting.com

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Call Us



+91 9830538181



+91 8274010365

Write to Us



zoho@glionconsulting.com