



SyncSite and SalesLogix Deliver Non-Stop Service To ADTRAV Travel Management

A Sage SalesLogix Solution

Customer Information:

ADTRAV Travel Management

Headquarters:

Birmingham, Alabama

Industry:

Travel

Web Site Address:

www.adtrav.com

Software:

Sage SalesLogix

Government agencies and corporations nationwide turn to ADTRAV Travel Management (ADTRAV) to arrange travel for their employees. As a complete travel management firm, the company handles every aspect of its clients' trips, from airline and hotel reservations and arranging for car rentals to tracking frequent flyer miles and unused tickets. The company's informative Web site serves as a valuable resource to clients, offering a customized portal detailing itineraries, a flight status monitor, and travel advisories.

The travel industry is fiercely competitive, but ADTRAV consistently comes out on top thanks in large part to the superb customer service offered by its staff. Equipping ADTRAV with the technology tools to maintain its high level of service is SyncSite.

Flying Solo

The company has several internally developed applications to store client profiles, hold reservation information, and to track unused tickets and frequent flyer information. Each of these applications operated independently and client information was spread across three or more systems.

"We embrace technology as a way to boost our service and make the organization more efficient," says Roger Hale, president of ADTRAV Travel Management. "We had invested in numerous technology tools, but we didn't have

a way to tie them all together."

Sage SalesLogix has been in place at the company for several years, but was serving as a tool primarily for the salespeople. "Our sales representatives used SalesLogix to track contacts and schedule appointments," recalls Hale.

"About a year ago, though, we took a closer look at the software and saw that it could serve as the foundation for all of our office automation."

Ready For Lift Off

ADTRAV turned to SyncSite, its long-time business partner, for ideas. Working closely with the IT staff at ADTRAV Travel Management, SyncSite designed and developed an integration plan with Sage SalesLogix as the primary database. The flexible SQL database structure and powerful development tools of Sage SalesLogix make it an ideal platform for this kind of integrated solution.

Now the company's various applications all integrate with Sage SalesLogix, drawing data from it, and writing updated information to it.

Hale praises SyncSite for taking their ideas and applications and building an integrated solution around them. "Sage SalesLogix is the foundation for all of our other applications – it is the engine that drives them," he says. "Before we had separate silos of information, now we have a single, reliable source."



Now ADTRAV Travel Management can send out itinerary confirmations to clients by way of e-mail or text message.

Reach New Heights

ADTRAV is able to offer its clients a better experience by combining the business information it relies on into one location.

“Now we have a single database that securely holds all of our client information,” says Hale. “From one location we have access to a client’s profile information like their seating preferences, passport expiration dates, their current and past trip itineraries, and both open and resolved help desk tickets. We are able to help clients more quickly, efficiently, and professionally.”

Because the company primarily deals with corporate, rather than vacation travel, the ability to see its clients grouped by company is vital. Sage SalesLogix now stores information about unused airline tickets which can be viewed by individual or at the company level. “By having that information at hand, our staff can suggest that a company use an existing ticket rather than purchase a new one,” explains Hale.

“Our clients appreciate this, because it saves them money.”

The system even sends out itinerary confirmations to clients by way of e-mail or text message and clients can view their complete itineraries and travel history over the Internet.

First Class Service

The Customer Service functions within Sage SalesLogix lend themselves ideally to help desk operations. “We use it to track internal issues, such as a problem with an employee’s desktop computer, and to track client concerns, such as an issue with a hotel,” explains Hale. “By creating a ticket for each issue, we know that nothing will get overlooked.”

Details of each service ticket are available from the client profile within Sage SalesLogix providing customer service staff with a complete history of client interactions.

Management uses the information that Sage SalesLogix compiles to improve company service levels. “We have begun running benchmark reports to measure how quickly we are resolving trouble tickets,” says Hale. “We are using the metrics to improve both our internal and external customer service.”



ADTRAV Travel Management’s staff has visibility into every aspect of its client relationships.

A Steward Of The Business

ADTRAV appreciates SyncSite as a business partner. Hales explains, “SyncSite has a unique ability to see the big picture, and execute on it in bite-sized projects. They work efficiently – always with an eye out for the bottom line. I’ve worked with other companies where I felt they just wanted to bill for as many hours as they could. I don’t feel that way with SyncSite. They are a good steward of our business.”

“Technology is an integral part of our business, but relationships are still at its core,” concludes Hale. “Sage SalesLogix and SyncSite are helping us use technology not only to build efficiency, but to deliver an exceptional experience to our clients. That’s the real value of this technology.”

SyncSite is a premier provider of Customer Relationship Management (CRM) and Business Intelligence (BI) solutions. Our products and services allow companies to target opportunities that drive business, improve efficiencies, and positively impact the bottom line.

Our strategic, consultative approach to every project ensures a successful implementation that delivers tangible benefits from the start. Combining a high level of technical expertise, superior product knowledge, practical business experience, and proven deployment methods, SyncSite successfully enables companies in a variety of industries to manage their client data and leverage this information to enhance profitability and strengthen customer relationships.



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