

# Arena Travel Center and Risa Systems Project

# Our consortium

- ARENA TRAVEL CENTER LTD
- SOFIA LUXURY TRAVEL LTD
- BUSINESS TRAVEL MANAGEMENT LTD

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# Company needs and demand for a new CRM

- A need for developing a new and modern CRM that will enhance our company's growth and all business activities and operations .
- The new CRM software will enhance our digital capacity at the next level and give us a competitive advantage.
- Better and more efficient internal processes: the new CRM can help our enterprise to use information about customers more efficiently. Thus our internal processes will become more efficient, save more time and concentrate on enhancing the quality of our service and product.



# The expected solutions and benefits

## Main benefits:

1. A customized CRM according the company specific needs
2. Improved business operations - this will lead to a better customer's overall experience by enabling us to better manage direct interactions, from sales to customer service and marketing.
3. Better final outcomes and results and increased profitability, loyalty, and overall success. It will help us to add new leads easily and quickly.



4. New cloud-based CRM that will perform all the basic operations using a single database consisting of the following main functions:
- customer management ( Customer service and profile module)
  - sales management
  - accounting management ( Finance module)
  - document management ( E-vouchers and contracts )
  - manage analytics and reports
  - marketing management
  - implementation and integration with outdoor software systems and providers

# Thank you for your attention!

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