



Arena Travel Center

Dream. EXPLORE. Discover...





Our project – a Cloud-based CRM

- ❑ Our consortium has developed a new CRM system customized for our company needs with the partnership of the digital provider **Risa Systems**. Our new software is the right IT solution to automate our travel agency business.
- ❑ We have created a modern tool for customized travel planning and simplifying the creation of our trips and their budgeting without forgetting the management of the suppliers.
- ❑ It performs all the basic operations using a single database:
 - customer management (Customer service and profile module)
 - sales management
 - accounting management (Finance module)
 - document management (contracts and E-voucher)
 - manage analytics and reports
 - implementation and integration with outdoor software systems and providers



Our consortium

❑ ARENA TRAVEL CENTER Ltd.



❑ SOFIA LUXURY TRAVEL Ltd.



❑ BUSINESS TRAVEL MANAGEMENT Ltd.





The process of development

- Reconciliation and decision-making of the vision for a new CRM and selection of the software provider
- Discussion with the software provider and presentation of our idea for the CRM and the functionalities we need.
- Financial and time estimation from the provider regarding the project.
- Discussion and approval of the digital provider offer and the contract details.
- Approval of the CRM model, the stages of the development of the project and signing the contract .
- Start of the development of the project with its three stages.
- Interim discussions and corrections of the system where needed.
- Initiating a demo version of the CRM and testing of the functionalities of the demo version.
- Configuration, set-up of the system and staff training of the new CRM.
- Maintenance and Support. Start using the new system.





Service

Clear All Filters

- Service List
- Add Service
- Add Package^{new!}
- Add Air Ticket^{new!}
- Client Payments
- Supplier Payments
- Add City

lected Client Report Create Invoice Create Protocol Create Proforma Refresh grid Sum Filtered

Quick Filter

Actions	Service	Invoice	T	Issued	\$	Client	Entity	PO/ID	Last Name	First Name
   	100324-001					SPASOVA			Петков Стойчев	Томас

The new system

- The new modules of the system - Air tickets and Packages were successfully developed customized according to our needs.
- We integrated our main hotel suppliers so that all the data of the booking to be transmitted (retrieved) in the CRM. Again, this process will be time-effective and will avoid the double-entry of data.
- Financial monitoring- this allows us to monitor and position on queue all booking files that are due to be paid from customers . The same feature will be available for the suppliers.
- Automated bank data import from our bank statements to the CRM and sales module which will save our time again.
- The result => we have integrated one database of information for customers and suppliers.

The Benefits

- ❑ Developing the new CRM has improved the business relationships and operations throughout our companies.
- ❑ The new CRM system helps us to stay connected to customers, to have smooth processes and improve quality.
- ❑ Increase of volume of sales and profitability
- ❑ Improved productivity and efficiency
- ❑ Better customer service and retention of customers
- ❑ Smoother business operations and save of time (reduced effort and significant cost savings, improved access to information across the enterprise;
- ❑ Detailed sales report and all kind of analytics (better decision-making power)
- ❑ Integrated database of information for customers and suppliers





Thank you for your attention!

