



# Customer Relationship Management for Tourism Companies | **emerald**



 Powered by  
**Windows Azure**

powered by  
**DYNAMIC**   
**Travel**  
Components



## Emerald

Analyze and control your customer relationships: from the initial contact through to bookings and the resulting classification up to customer feedback and new bookings.

### Your customers – your potential

Acquiring new customers takes much more effort than expanding business models with existing customers. It is, however, important to perform both tasks. Emerald supports you in winning new customers and in maintaining existing business, and helps you carry out these tasks efficiently and with as much automation as possible. Emerald stores all information about your customers: names, addresses, characteristics, and previous bookings.

The better you know and understand your customers, the more accurately you can respond to their needs. With this data, you can communicate effectively and without scattering loss because you send only the information your customers are really interested in. The partially automated contact history makes your marketing transparent – you can always see who you contacted, as well as when, how, and which information you used. This ensures that all your marketing activities are measurable.

### How Emerald can benefit you

- **It's cheaper:** Emerald prevents duplicates, automates processes and reduces campaign costs by up to 60%.
- **It's faster:** Emerald generates marketing lists from a central customer database within seconds.
- **It's better:** Emerald offers a comprehensive customer history and bidirectional connection to various tour operator systems for optimal service – by providing the right information at the right time and place.



### 10 Reasons for using Emerald as your CRM Solution

- central access to all customer-relevant data in a single database
- browser-based access independent of time and place
- unlimited number of freely customizable characteristics per business partner type; usable as search and filter criteria
- guided workflows
- extensive campaign management with three levels of expertise
- consolidated statistics and up-to-date reports on customer and booking data for sales or controlling purposes
- supports corporate hierarchies with respective data access rights and data views
- automated processes for maintaining customer histories
- automatically enriches customer data depending on their booking behavior
- simple integration with existing system landscape and convenient data exchange with other systems



Here are some of Emerald’s modules briefly described:

## Campaign Management

Emerald offers a powerful campaign management to keep in touch with your business partners. The success of a campaign can be measured and evaluated at all times. The campaign management comes in three variants, which differ in the choice of search criteria.

## Complaint Management

A professional complaint handling with smooth processing can turn unsatisfied customers into satisfied, happy customers. Emerald lets you create and track complaints. Starting with the first contact, you have all the facts available at a glance – to ensure a trouble-free handling.

## Dynamic Questionnaires

With Emerald, you can define questionnaires dynamically and let your customers complete them online on your Website (e.g., a customer satisfaction survey after returning home). Then you can evaluate the questionnaires directly.

## Outlook Integration

Using the integrated Outlook plugin, you can automatically file the entire e-mail correspondence in a customer’s contact history. All files can be viewed or printed at any time. The full contact information is always available to all employees.

## Automatic Data Enrichment

Emerald can classify customers depending on their booking behavior and accordingly add various customer characteristics automatically. In this way Emerald creates customer profiles for you, even when the customers have not communicated these details themselves. This lets you learn more about your customers so that you can take their preferences into account in your marketing campaigns.

## Duplicate Management

Emerald lets users search for duplicates for merging. For this, all duplicate data such as contact history, bookings, complaints and brochure orders can be summarized under one de-duplicated customer.

## Mobile Version

Thanks to its Web-based GUI, Emerald can be accessed simply through a normal Web browser on any Internet-capable device. Emerald thus gives you and your field service / sales staff direct system access from anywhere and supports you before, during and after the customer visit.





## About Us

The ISO Travel Solutions GmbH is specialized in the development, sales and support of tourism software solutions for the international markets. The know-how thus derived is also available as part of our consulting services. The company covers the entire range of tourism by offering self-developed products for tour operators, destination agencies, travel agents and other suppliers as well as for airlines. Our solutions are being used by well-known companies all over the world.

We have been active in the market since 1979, and have become an internationally leading IT service provider. Targeting specific markets has resulted in several powerful and innovative companies under the umbrella of the ISO-Gruppe. Alongside ISO Travel Solutions, these are ISO Software Systeme, specialized in software engineering and IT consulting, the SAP and IT infrastructure expert ISO Professional Services and ISO Recruiting Consultants, a provider of IT personnel services.



World's Leading  
Travel Technology Provider

A total of 400 permanent employees work at several sites throughout Germany as well as in associate companies in Austria, Poland, the UAE and Canada. The companies ISO Software Systeme, ISO Travel Solutions and ISO Professional Services of the ISO-Gruppe, with their respective offices in Nuremberg, Munich and Offenbach, are certified to the requirements of the quality management system in accordance with DIN EN ISO 9001:2008.

We would be happy to send a detailed list of references to you.

## Contact

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