

Syncsite Delivers Non-Stop Service to ADTRAV Travel Management



CHALLENGE

ADTRAV Travel Management lacked a cohesive look at its clients and related customer data. Multiple disconnected data silos each held part of the total picture.

SOLUTION

Syncsite implemented Infor CRM for ADTRAV, to serve as the hub of all customer-related activity. The solution's SQL database and robust developer tools make it an ideal platform to support the company's growth and change.

RESULTS

Infor CRM serves as the central database for customer information. Tight data integration with the company's other systems ensures data is always in sync. Customer service levels have improved and response times are measurable.



- **Client**
ADTRAV Travel Management
- **Industry**
Corporate Travel
- **Headquarters**
Birmingham, Alabama
- **System**
Infor CRM™

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 Website 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." Infor CRM has been in place at the company for several years, but was serving as a tool primarily for the salespeople. "Our sales representatives used CRM to track contracts 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, Syncsite designed and developed an integration plan with CRM as the primary database. The flexible SQL database structure and powerful development tools of Infor CRM make it an ideal platform for this kind of integrated solution. Now the company's various applications all integrate with Infor CRM, drawing data from it, and writing updated data to it. Hale praises Syncsite for taking their ideas and applications and building an integrated solution around them. "Infor CRM 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."

Syncsite Delivers Non-Stop Service to ADTRAV Travel Management (continued)

ADTRAV

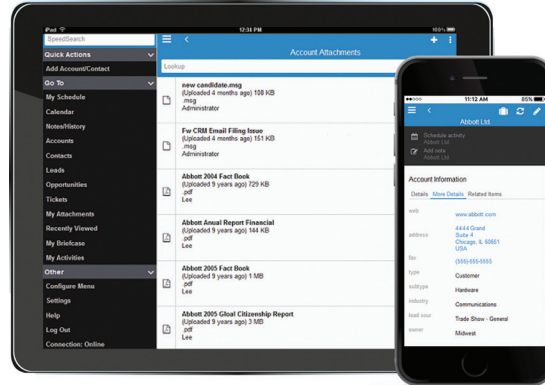
“Syncsite has a unique ability to see the big picture, and execute on it in bite-sized projects. They work efficiently—always with an eye out for the bottom line.” Roger Hale, President ADTRAV

MORE

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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. CRM now stores information about unused airline tickets which can be viewed by individuals 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.”

FIRST CLASS SERVICE

The Customer Service functions within Infor CRM 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 Infor CRM providing customer service staff with a complete history of client interactions. Management uses the information that 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.”

A STEWARD OF THE BUSINESS

ADTRAV appreciates Syncsite as a business partner. Hale 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.” He concludes, “Technology is an integral part of our business, but relationships are still at its core. Infor CRM 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.”

About Syncsite

Syncsite is a premier provider of Customer Relationship Management (CRM), Field Service Management (FSM), Business Intelligence (BI) and Marketing Automation (MA) solutions. Syncsite empowers companies in a variety of industries to manage their business data and leverage this information to strengthen customer relationships and enhance profitability.



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