

Kapture CRM Launches its Most Awaited Cruise Management Platform

BANGALORE, KARNATAKA, INDIA, July 4, 2018 /EINPresswire.com/ -- [Kapture CRM](#), a leader in cloud based automation platform for [sales](#) and support, has launched this year a customized platform for cruise industry. It is already catering to niche business requirements for few of the leading cruise liners based in Florida, USA.

The platform comes with the ability to manage multiple booking channels, cruise occupancy levels and channel partners along with easy interface to implement dynamic fare codes. The biggest challenge faced by cruise industry is managing multiple booking channels and OTA's . Though there are existing channel management solutions available in the market but Kapture not only provides a centralized platform to manage bookings, fare codes and inventory but also provides rich API integrations.



There is a dedicated module to manage group coupons and discounts. Clients can assign customized rates to their preferred partners through the system. Due to the omnichannel nature of the platform cruise liners can automatically capture bookings happening from call, mobile app, social media, third party channels, chat, multiple email ids and OTA's real time. It also serves as support platform for call center and support centers to address customer queries, feedback or complains across all these channels.

Kapture's rich API system makes it possible for integration with multiple third party software's which would streamline cruise operations and also give real time access to data with respect to bookings, payments, inventory management. Report engine allows management at different departments access to 500+ reports with a click of button. Payment credit limits can be set for channel partners.

Kapture [cruise booking engine](#) also has a separate focused team that works on web booking and user experience for cruise liners. They analyse the user level engagement, website UX, booking engine experience and helps cruise brands to come with a solution that can enhance website traffic , user engagement and overall conversions from the website.

Cruise liners can also leverage the power of Artificial Intelligence built into the system to forecast their

rates, discount schemes and customer occupancy pattern on basis of historical data. More informed decisions can be taken with respect to fare codes and offers while running promotions.

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