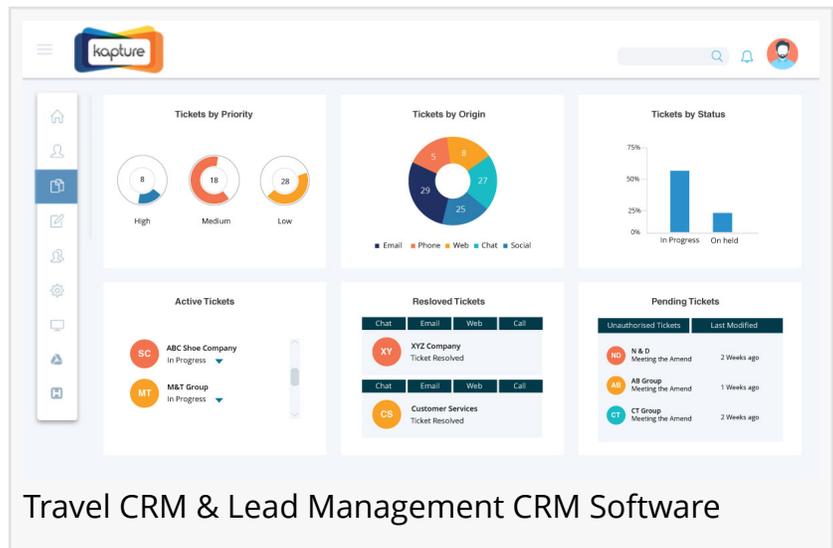


A Travel CRM That Maps End-To-End Customer Journey's

Kapture Travel CRM is a cloud-based software solution that helps travel agencies manage bookings, capture leads and run support operations on a single dashboard

BANGALORE, KARNATAKA, INDIA, February 11, 2019 /EINPresswire.com/ -- Kapture CRM helps travel agents and agency owners automate customer acquisition from end to end with the help of a power-packed cloud-based [Travel CRM](#). The CRM brings the tools of lead allocation and dynamic reporting to the travel industry helping business owners create performance packed monthly and quarterlies thanks to the sales and support tools.



The CRM can be integrated into third-party OTA'S as well as website forms and auto allocate leads from multiple booking engines into a unified lead inbox. Each lead can be assigned to specific agents through lead allocation conditions based on specific keywords around the speciality of the sales team.

Packages classified into parent and child categories can be added to the backend and leads that make bookings can be assigned to specific packages which can be used to manage regular as well as corporate bookings.

Travel itineraries can be sent outright from the dashboard and any further details like passport information, tickets etc can be stored in the CRM to benefit customers in case of losses on their end. Promotional Mailers on the latest offers can be put into an automation sequence using Kapture's [Email marketing](#) solution with the help of a selection of customized templates.

The travel CRM was implemented by Kapture CRM after a gap in the market was seen when multiple travel agencies were looking for a booking/ [lead management system](#). This need for a CRM that automated sales and service induced the implementation team to create a powerful solution to help travel agencies book more customers by offering them world class options and service. The support tools allow agents to answer FAQ'S through an Omni-channel feature which captures queries from multiple channels and brings it into a unified support inbox.

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