



A leading travel management company utilizes DemandBlue's Salesforce expertise to automate their fleet management system

Headquartered in the United States, Travel & Transport is the world's largest employee-owned travel management company. Since 1946, customers rely on client's technology, service, and human compassion for all their travel requirements. Travel & Transport caters to individuals, groups, and corporate travel management, car rentals, leasing, and accommodation.

## Challenges

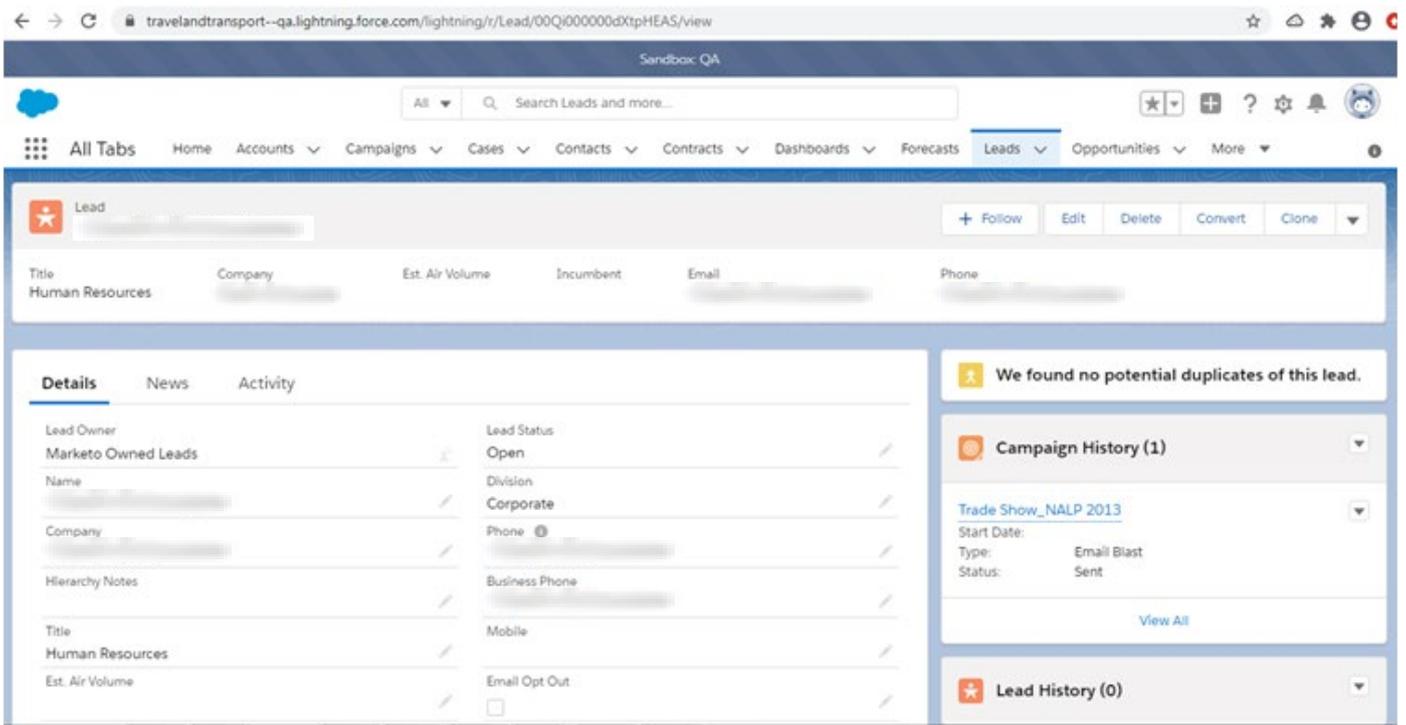
Client was using Salesforce mainly to maintain their database of clients, vendors, partners, and business contacts. They wanted to ensure that they utilize all the features of Salesforce to maximize their ROI. Client also was using a legacy application to manage their fleet of rental vehicles. It was not robust enough to manage all the process and required a lot of manual support.

## Solution

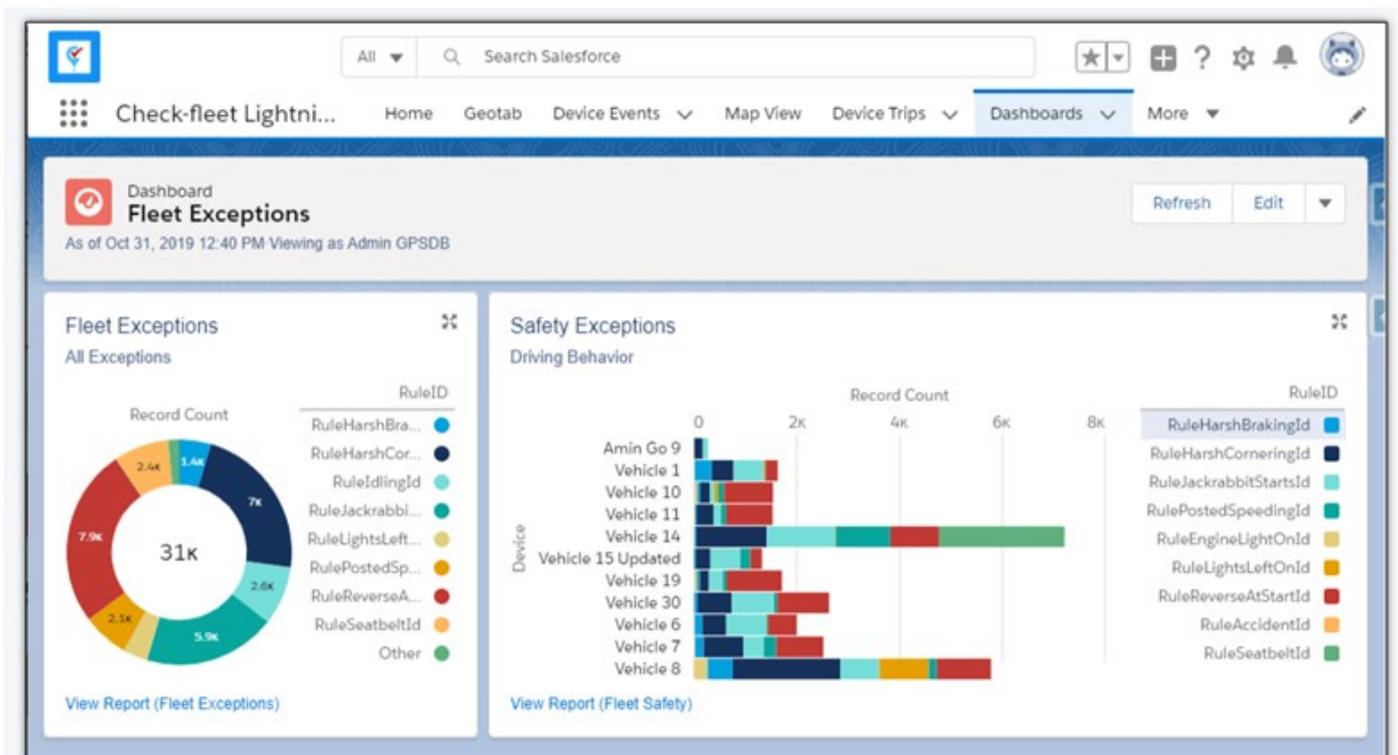
DemandBlue team had detailed discussions with all the stakeholders involved in the business operations and listed down the challenges that needed immediate resolution –

1. **Marketing:** Leads who fill the form in website and social media must be added to CRM and assigned to an agent
2. **Operations:** The fleet management system must be modernized and automated
3. **Loyalty program:** Loyalty program to boost customer engagement
4. **Mobile application:** Mobile app to empower drivers and agents on the go
5. **Integrations:** To connect all enterprise applications and represent all data in a single dashboard
6. **Analytics:** To provide insights on consumer trends to improve services
7. **DocuSign implementation:** To minimize contract paperwork time and decrease sales cycle

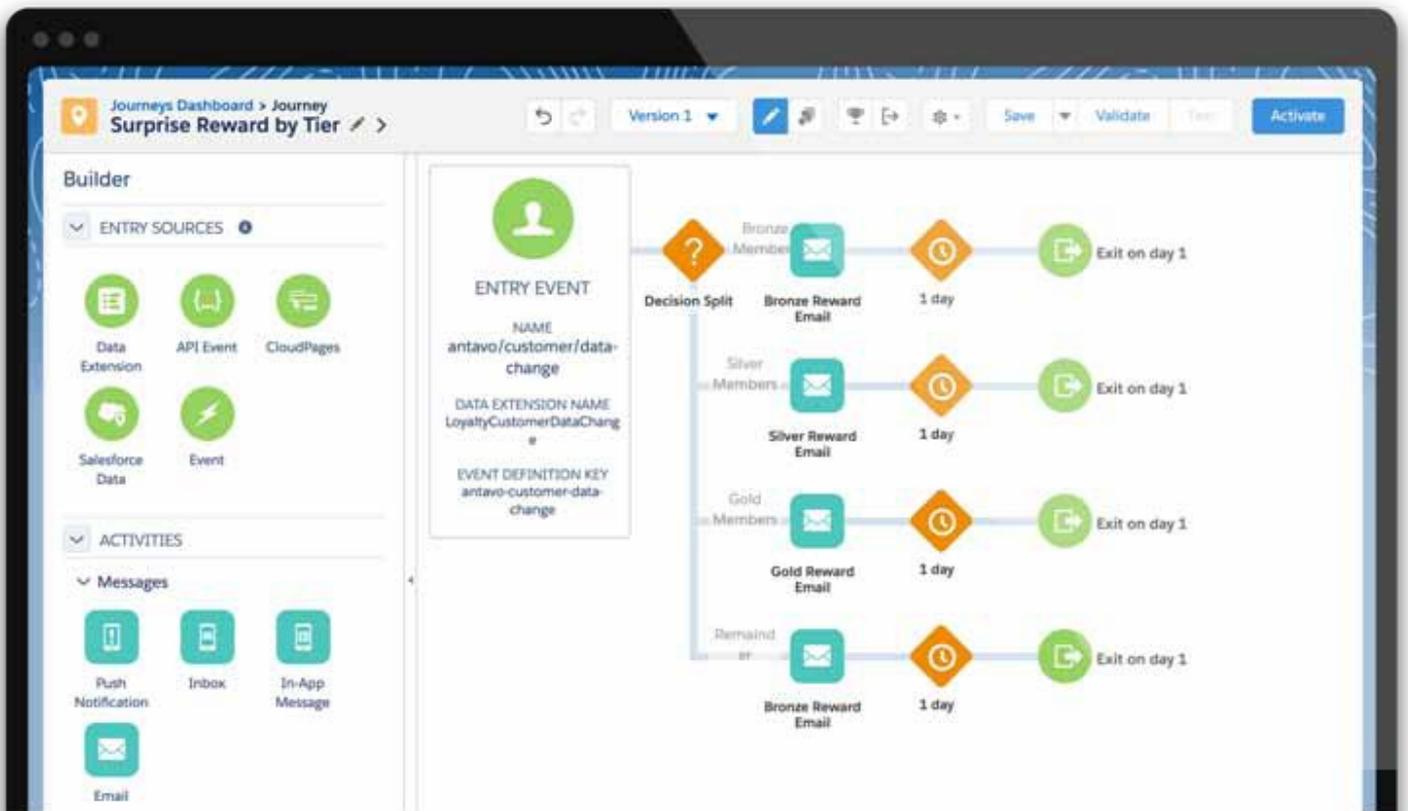
**Web-to-Lead for Marketing:** By enabling web-to-lead functionality in the Salesforce, we ensured that customers who fill in their details in the website enquiry form or other social media forms are added as leads in Salesforce. These leads would be automatically assigned to the closest agent for an immediate callback.



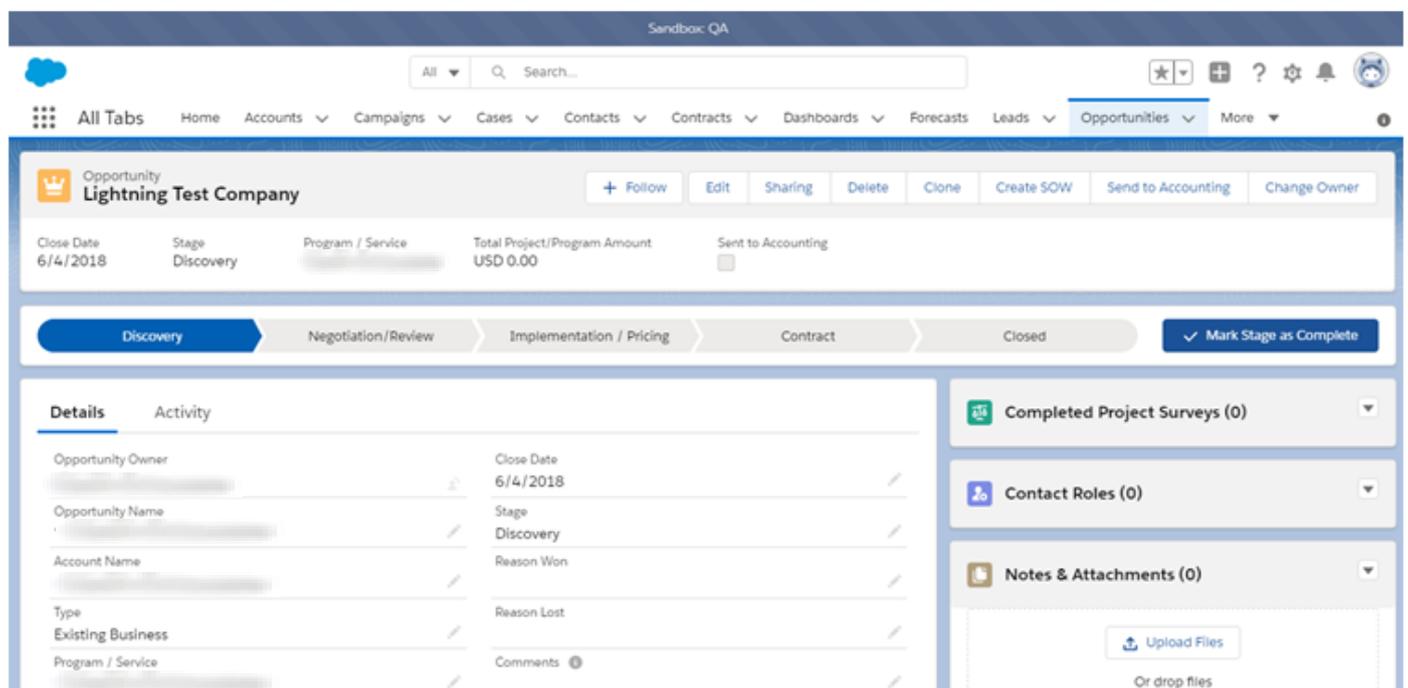
**Fleet Management System:** Since this was a key requirement, we identified and implemented “Check-fleet” from AppExchange. Through this system, client can capture rich, second-by-second data on vehicle position, speed, fuel use, idling, and more. At every turn, curve, and stop, the system records all driving details and compares that data to company policies defined in the software, which allows the fleet to be managed by exceptions.



**Loyalty Program:** To provide discounts and offers to frequent travelers, we implemented the Antavo Loyalty Management platform from AppExchange. This allowed the client to identify large customers and frequent travelers and offer them discounts, deals, and upgrades.



**Field Service Lightning (FSL) for Mobile Apps:** Client's agents and drivers can now update the CRM, get updates on change in itinerary, new cases get assigned, all while on the move. This robust mobile application was developed by implementing FSL from their Sales Cloud.



**Salesforce integrations:** We brought together all enterprise applications related to accounting, invoicing, hotel reservations, etc. by integrating them with Salesforce. Client would now be able to check all these data from Salesforce using a centralized dashboard.

**Data Analytics:** We enabled Einstein Analytics to provide client with deep insights on customer habits, preferences, trends, etc., which would help improve and personalize their services. This data can also power marketing campaigns as it provides intelligence on customer preferences.

**DocuSign implementation:** By deploying DocuSign in Salesforce, we enabled the digital signature system, which accelerated their deal closure time and improved customer experience.

## Benefits

- **Web-to-lead feature simplified and automated the customer's lead acquisition process by 32%**
- **Loyalty program improved the repetitive engagement of the client by 40%**
- **Mobile application developed through FSL increased staff efficiency and engagement by 27%**
- **Fleet management automation with complete on-road tracking and monitoring of vehicles and drivers increased productivity by 45% and also empowered the client with the ability to monitor and track each vehicle on the road**
- **DocuSign implementation shortened the sales cycle and accelerated lead conversion time**
- **Data Analytics provided deep insights on customer habits and behavior that would be used to improve customer service and marketing**