

Case Study: KHM Travel Group



“ClarifyOffice gave us everything we needed at a price we could not ignore.”

- Burt Kramer

Quick Facts:

Industry

Travel

Website

khmtravel.com

Objective

“We needed a six-figure custom solution to run our business at a two-figure price.”

CUSTOMER PROFILE

KHM Travel manages over three hundred independent travel agencies nationwide. The company provides the tools, systems, and processes that help their agencies maximize profitability.

CHALLENGES

The company needed a centralized Intranet to tie all its agents together through a single system that allowed efficient communications, collaboration, customer and prospect management, as well as streamlined content distribution. They also wanted an integrated phone system that tied into their CRM platform.

“When we started, we couldn’t afford to spend six figures to purchase high-end software or develop a custom solution. We needed something that offered the flexibility and scalability to run our business efficiently without the risk and expense of in-house applications. Ultimately, we wanted something that leveraged the mobility of the web that would also grow with us.”

When we began digging into Clarify, we quickly realized it would cost us well over a million dollars to build it ourselves. It delivered everything we wanted and nothing more. We just were not going to pay for features we knew we would never use.

SOLUTION

The company’s implementation took under three weeks. A set of custom-tailored data fields were created specific to the KHM needs. This allowed them to begin collecting and storing highly relevant data on each prospect and customer. Then, customized queries were created to help them drill-down into the data at any time.

When they need to pull-up a list of all customers in Orange County who booked \$2500 in Travel or more in the last six months, stored queries offered a fast, organized way to isolate data and target campaigns. Folder structures were created to allow in-house staff certain rights to certain data. Standardized templates, marketing letters, forms, and other files were loaded into a shared file manager for their three hundred outside agencies to access at any given time.

“Overnight, we were able to eliminate all the nightmare inefficiencies we were experiencing with disparate email systems. Our email is guaranteed delivered within our Clarify network.”

The built-in web form builder allows each agency to capture prospect data on their individual sites, import the information directly to their respective contact databases and trigger personalized automated responses.

Toll-free call routing allows corporate to run campaigns and distribute calls out to their agents while giving each agency their own toll-free number to run local campaigns. Calls are tracked in real-time with detailed web reporting to measure response rates. Web accessible voice mail, e-faxing, and 24/7 recorded greetings allow each agency to present a highly professional message to their respective audiences.

RESULTS

Beyond the obvious gains in efficiency, corporate is able to control the content, message, and brand consistency that ensures all standards across the agency network are consistently exercised.

“Our entire business relies on Clarify’s hosted application. It’s allowed us to grow nearly 600% in one year.”