

# CEM software for the management *of tourism service processes*

## Complaint management



- Performance-related Complaints processing
- Categorisation
- Compensations
- Replying to e-mails, letters

## Integration of Reservation systems

- Booking
- Clients
- Travel agencies
- Products
- Flights

## Integrated survey tool

- Satisfaction surveys
- Service quality
- Net Promoter Score
- Create any surveys yourself
- Booking and product related

## Changes to services before and during the journey

- Hotel overbookings
- Flight time changes
- Crisis management
- Strikes
- Mass
- Charges passed on to causer



## Request comments

- Web-based workflows
- Integration of all service providers and service points

## Reporting

- QM statistics
- Customer view
- Cost view
- Product view
- BI
- Dashboards

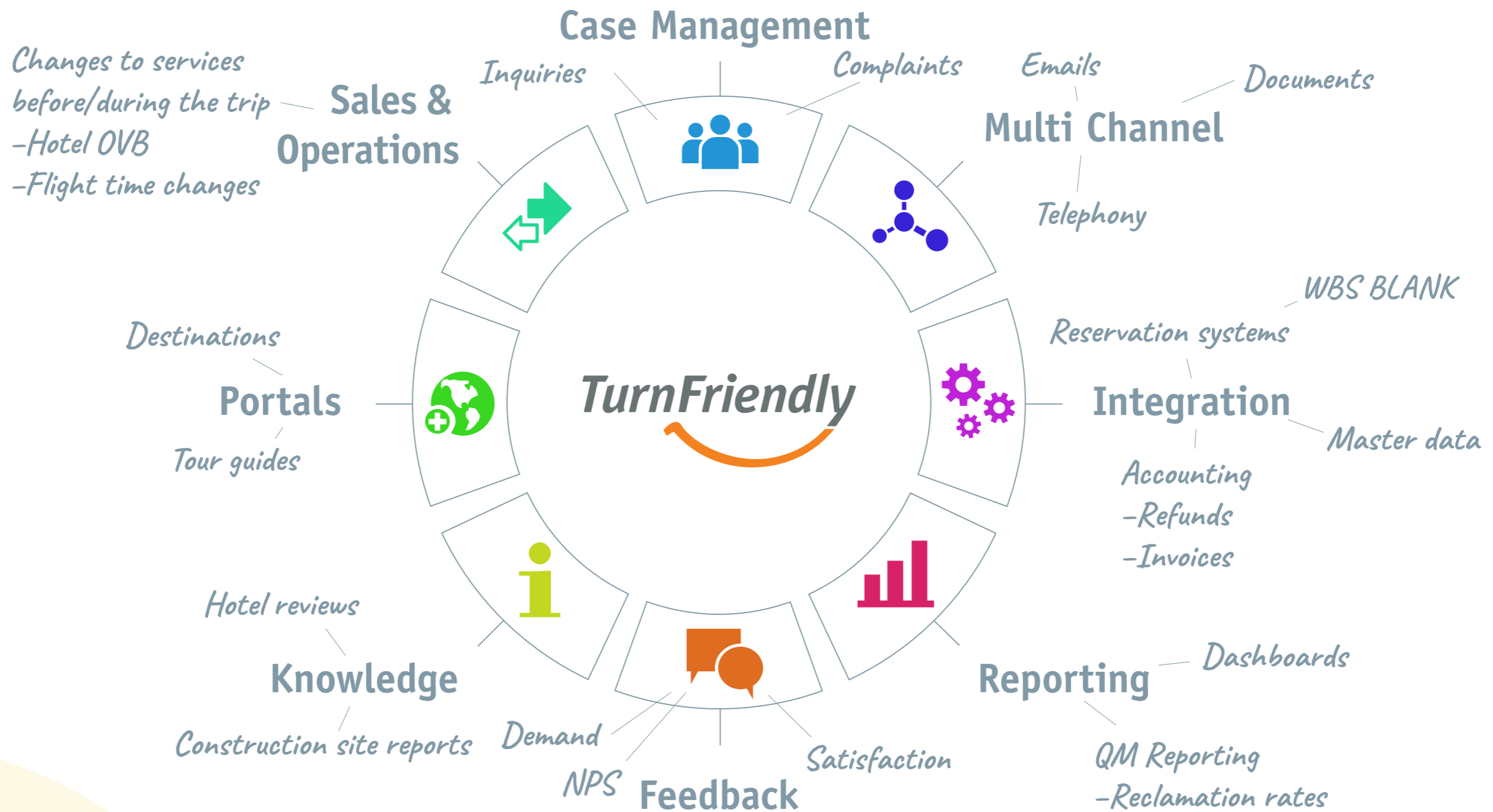


# Customer Experience Management for the tourism industry

8 systems  
1 platform



- 1 Smart CRM System
- 2 Easy Survey Tool
- 3 Professional Complaint Management
- 4 Interfaces to Backend Systems
- 5 Comprehensive Document Management
- 6 Web-based Workflows
- 7 Active Knowledge Management
- 8 Detailed Reporting



Specialised in  
tourism service processes  
before, during and after the trip





Improved customer experiences lead to an advantageous differentiation in the market



### Processes are based on tourism data

- Bookings and all services are the basis for efficient service processes
- Integrated working in one system
- Service processes before, during and after the trip



### Working in a team with a system

- Everyone knows their way around
- Complete documentation in electronic accounting files
- You will be much faster



### Tourist workflows to the destination

- Statements for hotels, tour guides, car rental companies and other service providers
- Release processes for refunds and oncharges
- To-do lists with resubmissions and traffic light function



### Automation and systematisation

- Automatic handling of Incoming e-mails and letters with content recognition
- Automatic provision of knowledge documents that matching the booking
- Skill-based routing of service enquiries and complaints

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