



GoldenLion Implements Travel Agency CRM for Giltedge Africa

Introduction

Giltedge Africa is an award-winning, luxury inbound tour operator with an in-depth knowledge of Southern Africa, East Africa and the Indian Ocean islands. While Giltedge specializes in creating tailor-made itineraries to the best safari destinations in Africa, they also offer a wide range of services in different niches such as golf, incentive travel, corporate, outbound travel and Ocean Islands travel.

The company was incorporated in 2001 by Sean Kritzing and Murray Gardiner. With their head office located in Cape Town, South Africa, the Giltedge Group currently has the distinction of receiving a number of prestigious awards in the Travel domain.

Presently Giltedge is using Travel Agency CRM (built by GoldenLion on top of ZOHO CRM) and other apps from ZOHO One suite that includes ZOHO Analytics, ZOHO Social and ZOHO Survey.

Business Name

Giltedge

Company Profile

- **WEBSITE** www.gilt-edge.com
- **INDUSTRY** TRAVEL AGENCY
- **TYPE** B2C and B2B
- **LOCATION** CAPE TOWN, SOUTH AFRICA
- **USERS** 60+

Selection Criteria

- CUSTOMIZED FOR TRAVEL AGENCIES
- VALUE FOR MONEY
- ABILITY TO RUN TRIAL

GILTEDGE

CASE STUDY

Background

Since their inception in 2001, the entire Giltedge team have made customer experience their number one priority. In-depth knowledge of Africa, boundless love for the continent and a profound sense of responsibility and professionalism towards their customers have made the company one of the most prominent travel agencies of Africa.

While the company have received multiple awards during the last 18 years, they are most proud of being voted **South Africa's Leading Luxury Tour Operator 8 times by the World Travel Awards**, frequently referred to as the 'Oscars of the Travel Industry'.



CASE STUDY

Problem Statement

In the last 18 years, Giltedge has steadily increased their market share. While business was growing amazingly, they faced problem streamlining their data collection process.

The biggest problem was, they had no consistent, standardized way to collect and handle enquiries and they struggled to keep on top of their large database.

The other challenge was gathering business insights. In travel industry, it is essential to have a view of business metrics at different levels and departments; blending data from different sources into a coherent report on the traditional Excel was not helpful.



PROBLEM STATEMENT

- Capturing enquiries in a streamlined way.
- Centralizing all captured data and handling them systematically.
- Generating comprehensive reports for various business metrics and further blending them together to create coherent and insightful reports.

Finding GoldenLion

Giltedge realized that they needed a system in place that'll help them capture data, manage it efficiently as well as give them proper visibility of their sales funnel.

So, Julien Perreard, Group Head of Digital and Online at Giltedge, started researching on CRM in general. Soon he realized that getting a horizontal CRM was not the answer. Giltedge needed a CRM solution customized for travel industry.

In his quest for finding the right CRM solution for their travel agency, Julien stumbled across GoldenLion. He had heard of ZOHO before; but getting the generic CRM system didn't make much sense.

However, after taking a thorough look at the Travel Agency CRM, which is built by GoldenLion on top of ZOHO CRM, Julien decided to go with ZOHO, instead of any other provider.

CASE STUDY

Implementing Travel Agency CRM and ZOHO Analytics

After the initial discussion, the company decided to do a trial run by implementing Travel Agency CRM for a few users for 6 months. GoldenLion implemented Travel Agency CRM for Giltedge. Being a customized solution for travel agencies, the implementation was quick and Giltedge began to see the results in no time.

With Travel Agency CRM in place, they could efficiently manage all their enquiries and nurture their leads properly through the funnel. They then took another 6-9 months to increase the number of users to 40+.

Not long after, they decided to use Zoho Analytics as well. A full package of CRM and Analytics was the best solution for Giltedge as the applications could be easily integrated. The system cut down significant amount of time in capturing, extracting and viewing data for the business.

Giltedge has recently moved to ZOHO One!



SOLUTION OFFERED

- Implementation of Travel Agency CRM, built by GoldenLion on top of ZOHO CRM.
- Implementation of ZOHO Analytics.

Future Plans

"We look forward to making use of more and more apps within ZOHO One – and getting the help of GoldenLion to guide us towards better integration/customization. By streamlining all our workflow processes, we can better reach our business goals."

JULIEN PERREARD

Group Head of Digital and Online
Giltedge



JULIEN PERREARD

Group Head of Digital and Online
GILTEDGE

About ZOHO and GoldenLion

“I definitely feel that after my diligent research, I found the right product and the right company to take our business going forward – both in ZOHO with a suite of apps that integrate well with each other for increased efficiency and in finding GoldenLion to customize the CRM perfectly to our industry-specific needs.”

ZOHO has allowed us to centralize our CRM, social media scheduling and data analysis activities under one roof. It meets the needs of our digital marketing and travel advisor team; it’s easy to use, beautifully designed and requires very little training.”

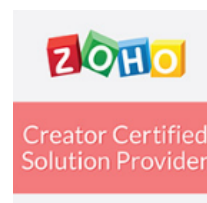
CASE STUDY

About GoldenLion

Starting its journey as an Alliance Partner of Zoho Corporation, GoldenLion has become one of the top Zoho consultation companies all over the world today. Since our inception in 2010, we have been helping small and mid-size businesses across the world in automating and structuring their entire business process by offering all around consultation for Zoho Suite of Products and customizing them to fit our clients' business requirements.

We started our Digital Transformation division in 2016 with an aim of offering 360 degree solutions. Through this service, we not only create beautiful websites and landing pages, but offer an all around consultation and services for strengthening your digital presence as well as helping you get more traffic on your website, convert that traffic into leads and finally convert the leads into customers!

With 400+ customers in 30+ countries, today we are all set to become a trusted growth-partner to your business! Here's what [customers have to say about our service](#).



We love to hear from you!


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