

GoldenLion Implements Zoho One for Caldana Europe Travel

Introduction

Caldana Europe Travel, a tour operator active in Italy and Europe since 1954, specializes in customized experiences for FIT and group travelers.

With decades of expertise, Caldana designs itineraries that blend classic and unique destinations, offering travelers an immersive cultural experience.

As a full-service provider, Caldana Europe Travel arranges hotel bookings, guided tours, and ground transportation. It utilizes a private fleet of vans, minibusses, and deluxe coaches to meet a variety of travel needs.

To optimize operations, Caldana employs the Zoho One suite, which includes a custom Travel Agency CRM, Zoho Campaigns, Analytics, SalesIQ, Survey, Expense, and People.

GoldenLion has also integrated its website with Zoho CRM, enhancing overall efficiency.

Business Name

CALDANA EUROPE TRAVEL

Company Profile

- INDUSTRY TRAVEL AGENCY
- TYPE B2C
- HQ ITALY
- USERS 29

Selection Criteria

- ONE SUBSCRIPTION, MULTIPLE APPS
- TIMELY SUPPORT
- PROPER PARTNER SUPPORT
- BUDGET-FRIENDLY
- CUSTOMIZED FOR TRAVEL AGENCIES
- INTEGRATION WITH WEBSITE



CASE STUDY

Problem Statement

With Candana's outstanding offerings, the business experienced steady growth. However, they faced typical challenges, such as managing their sales pipeline, streamlining internal processes, and, most importantly, ensuring seamless integration between their website and CRM.

To address these needs, Mr. Dario Caldana began searching for a suitable CRM solution.

After exploring several options, they discovered many impressive point solutions. The main challenge, however, was finding a comprehensive platform that could support their entire business. They also wanted a solution tailored specifically for travel agencies to minimize Go-Live time and simplify the transition.



WHY ZOHU ONE?

- The Zoho One suite allowed Caldana to access a wide range of applications, enabling them to address every aspect of their business with a single subscription.
- Zoho One was not only five times more affordable but also more efficient, providing them with a comprehensive solution for managing various business processes.
- The Travel Agency CRM, built on Zoho CRM, provided a cost-effective solution with minimal Go-Live time. Given that CRM was their primary requirement, they chose Zoho One as the ideal fit.

Finding GoldenLion

Caldana reached out to GoldenLion with a primary interest in their Travel Agency CRM, built on Zoho CRM. They were looking for a partner with a deep understanding of the travel industry and strong expertise in implementing the full Zoho One suite of applications.

An additional requirement was proficiency in WordPress development, as they aimed to rebrand their website and seamlessly integrate it with their Zoho system. This integration would allow them to capture bookings for fixed-departure trips directly, reducing manual workload.

After extensive research, Caldana chose GoldenLion as their Zoho Partner. GoldenLion met all their criteria and delivered a cost-effective solution that aligned perfectly with their needs.

CASE STUDY

Implementing Zoho One

As the first step, GoldenLion implemented a customized Travel Agency CRM for Caldana. Tailored specifically for travel agencies, the CRM was quickly set up and operational. While the CRM provided solid results, Caldana needed further customization to address its unique business processes.

Once the CRM was live, Caldana sought to enhance its marketing and people management workflows. GoldenLion responded by implementing Zoho Campaigns, SalesIQ, and Survey to streamline marketing efforts. For people management, Zoho People was implemented, followed by Zoho Expenses to track and manage team expenses. To provide insightful data, Zoho Analytics was implemented to generate comprehensive reports across marketing and sales activities.

After optimizing the Zoho system, GoldenLion also developed a custom website for Caldana. This website was seamlessly integrated with their Zoho applications, ensuring a fully streamlined end-to-end business process.



Future Plans

"We have many growth expectations, and we expect a lot of help from GoldenLion for the development of all the automation that Zoho products allow and the integration with our central database with API."

DARIO CALDANA

CEO,
Caldana Europe Travel

SOLUTION OFFERED

- Implementation of Travel Agency CRM, built by GoldenLion on top of Zoho CRM.
- Implementation of Zoho Campaigns, SalesIQ and Survey for managing their marketing efforts.
- Implementation of Zoho People for better people management.
- Implementation of Zoho Expense for managing expenses.
- Building a custom WordPress website with eCommerce capability.
- Integration of the website with CRM to capture bookings from website to CRM directly.



DARIO CALDANA

CEO

Caldana Europe Travel

About Zoho and GoldenLion

"I recommend Zoho's applications with GoldenLion implementation and customization support. GoldenLion has very professional collaborators specialized in the various products. Our requests have always been fulfilled with speed and competence. The price is always reasonable and competitive."

CASE STUDY



About Goldenlion

Starting its journey as an Alliance Partner of Zoho Corporation, GoldenLion has become one of the top Zoho consultation companies worldwide.

Since our inception in 2010, we have been helping small and mid-size businesses worldwide automate and structure their entire business processes by offering all-around consultation for the Zoho Suite of Products and customizing them to fit our client's business requirements.

With 900+ customers in 90+ countries, today we are all set to become a trusted growth partner to your business!

[Here's what our customers have to say about our services.](#)

900+
Customers

30+
Team Members

6
Industry Solutions

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