

GoldenLion Implements Zoho One for Zoe's Cruises and Tours

Introduction

Zoe's Cruise and Tours, a travel agency based in Sacramento, CA, has been specializing in luxury cruise vacations across the United States and Canada since 1983.

To enhance their operations and reduce manual tasks, they sought an off-the-shelf CRM solution.

GoldenLion implemented the Travel Agency CRM, an industry-specific solution built on Zoho CRM Enterprise Edition, tailored to their unique needs.

Additionally, GoldenLion developed a custom application to streamline their quote and commission calculations, ensuring greater accuracy and efficiency.

Today, Zoe's Cruise and Tours relies on Zoho CRM and Zoho Creator to manage their Sales and Operations processes seamlessly.

Business Name

ZOE'S CRUISES AND TOURS

Company Profile

- INDUSTRY TRAVEL AGENCY
- TYPE B2C
- HQ SACRAMENTO, CA, USA
- USERS 15

Selection Criteria

- INDUSTRY SOLUTION
- PROPER PARTNER SUPPORT
- BUDGET-FRIENDLY
- CAPABILITY TO CUSTOMIZE
- FAST GO-LIVE



CASE STUDY

Problem Statement

Zoe's Cruise and Tours, a travel agency based in Sacramento, CA, has been specializing in luxury cruise vacations across the United States and Canada since 1983.

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WHY ZOHO ONE?

- GoldenLion's Travel Agency CRM, built on Zoho CRM, enabled Zoe's Cruises and Tours to go live quickly and efficiently.
- Zoho CRM's robust customization capabilities ensured the solution was both scalable and adaptable to their evolving needs.
- With a single subscription, they gained access to multiple applications, reducing the need for multiple software licenses and lowering overall costs.
- Partnering with an expert team with extensive experience in the travel industry was a key factor in their decision, ensuring a seamless and impactful implementation.

Finding GoldenLion

Stacey began her search for a CRM solution online and discovered GoldenLion through a Google search.

She was looking for a CRM system tailored to the travel industry but also needed one that could address the unique requirements of a cruise provider. Customizability was a critical factor in ensuring the system aligned perfectly with their specific needs.

During her search, Stacey came across GoldenLion's Travel Agency CRM, built on Zoho CRM, and scheduled a demo session.

The solution proved to be an excellent fit, allowing them to go live quickly. Additionally, it offered Zoho CRM's robust customization capabilities, enabling users to fine-tune the system to meet their unique business requirements.

CASE STUDY

Implementing Zoho One

GoldenLion initially implemented the Travel Agency CRM for Zoe's Cruises and Tours. While the off-the-shelf solution met most of their needs, additional customization was required to calculate commission amounts for their independent travel agents.

After GoldenLion completed the necessary customizations and deployed the solution, Stacey and her team fully adopted the system.

Soon, Stacey identified the need to incorporate quote calculation capabilities directly into the system. In response, GoldenLion developed a custom application using Zoho Creator and seamlessly integrated it with Zoho CRM.

Since then, Stacey and her team have been effectively using the Travel Agency CRM alongside the custom app to manage their sales and operations processes.



Future Plans

"I am committed to growing the business and making the agency a household name. My focus will be on refining marketing strategies and improving communication to streamline follow-ups after cruises. I trust that Zoho's suite of products will support these efforts, and I know GoldenLion will be there to provide any assistance or answers as needed."

STACEY SAEPHANH

Owner,
Zoe's Cruises and Tours

SOLUTION OFFERED

- Implemented the Travel Agency CRM, an industry-specific solution built on Zoho CRM, tailored to meet the unique needs of the business.
- Customized the CRM to enable seamless commission calculations for independent travel agents.
- Developed a custom application using Zoho Creator to streamline quote calculations and integrated it with the CRM.
- Provided ongoing support to scale and enhance the solution as business requirements evolved.
- Delivered extensive training and hands-on guidance to ensure a smooth and successful onboarding experience.



Stacey Saephanh

OWNER
ZOE'S CRUISES AND TOURS

About Zoho and GoldenLion

"Zoho is a powerful product with immense potential. It's all about taking the time to learn how to leverage it to our advantage. GoldenLion's expertise and dedication to resolving any issues ensure we're well-supported. Together, we're poised for success."

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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GoldenLion Consulting Services Pvt. Ltd.
Regus, RDB Boulevard, 5th Floor,
Sector V, Salt Lake, Kolkata 700091,
India

www.glionconsulting.com

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Call Us



+91 9830538181



+91 8274010365

Write to Us



zoho@glionconsulting.com