

# Are you using a unified system to manage business processing and improve user experience?

New CRM for leading European holiday group

*For more insights and a quick demo, talk to a travel and transport specialist at PwC Digital Services!*

Salesforce wins deal against other market-leading CRM solution providers, to replace legacy Aplicor CRM for Holidaybreak, a leading European specialist holiday group provider for young people.

#### **Collaborative Geographical Application – LIVE**

- ✓ Application deployed successfully over several geo locations delivering improved efficiency and speed across the commercial operation. Agents now utilising a console dashboard view which enables single screen working.

#### **Salesforce Integration – LIVE**

- ✓ Sales Cloud successfully integrated with RES and Tour.net back office systems as well as the data warehouse. This provides a single unified application fit for business processing and delivering excellent user experience.

#### **Single Customer View – LIVE**

- ✓ Full SCV with business benefits on the speed at which client records and history can be found, more accessible than ever before.

“Superb professional support from PwC Digital Services at the right time and when we really needed it.”

*Michael Malone, Project Manager*