

BENEFITS OF TRAVEL360CRM OVER EXCEL

USING EXCEL FOR A PPC TRAVEL SERVICE CENTER MAY WORK AT A VERY SMALL SCALE, BUT IT **BECOMES RISKY, INEFFICIENT, AND NON-COMPLIANT** AS OPERATIONS GROW.

TRAVEL360CRM PROVIDES A **SECURE, AUTOMATED, AND SCALABLE SOLUTION**, ENSURING BETTER DATA PROTECTION, HIGHER CONVERSIONS, AND SMOOTHER OPERATIONS.



PCI COMPLIANCE & PAYMENT SECURITY

Travel360CRM



Built to support PCI DSS compliance

Encrypts and tokenizes card data

Prevents unauthorized access to sensitive payment information

Excel




No PCI compliance support


Card data stored in plain or weakly protected formats

High risk of data breaches and regulatory violations



CUSTOMER CARD DATA SAFETY


Travel360CRM 
Masked card details (e.g., **** * 1234)
Controlled access by user roles


Excel 
Full card data often visible to anyone with file access
No masking or restriction controls



Benefit: CRM protects sensitive financial data, Excel does not.

USER MANAGEMENT & ACCESS CONTROL

Travel360CRM 
Role-based access (Admin, Sales Team, Accounts, Marketing)
Permission-based data visibility

Excel 
No real user tracking
Easy unauthorized copying or sharing of data



Benefit: CRM provides accountability and control, Excel lacks governance

LEAD/CALLS MANAGEMENT & ALLOCATION

Travel360CRM



Smart lead/Calls distribution to agents

Real-time lead tracking and status updates

Excel



Manual data entry

Difficult to track lead status in real-time



Benefit: CRM increases speed, efficiency, and conversion rates

REAL-TIME DATA & MARKETING INSIGHTS

Travel360CRM



Live campaign tracking

Real-time Calls/Leads updates

Performance dashboards

Excel



Static data

Requires manual updates

No real-time insights



BUILT-IN DOCUSIGN & DOCUMENTATION


Travel360CRM	✓
Integrated digital signatures	
Document tracking and storage	


Excel	✗
No document signing capability	
Requires external tools	

Benefit: CRM speeds up deal closures and documentation



ACCOUNTS & CHARGEBACK MANAGEMENT

Travel360CRM 
Daily sales tracking
Chargeback monitoring
Financial audit logs

Excel 
Manual calculations
Error-prone
No structured tracking

