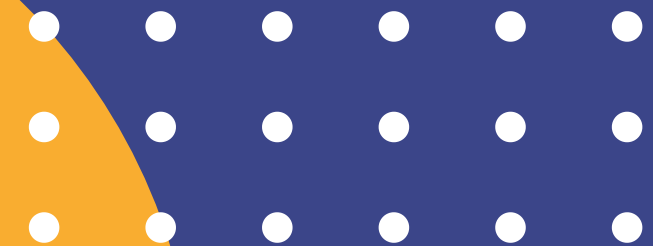
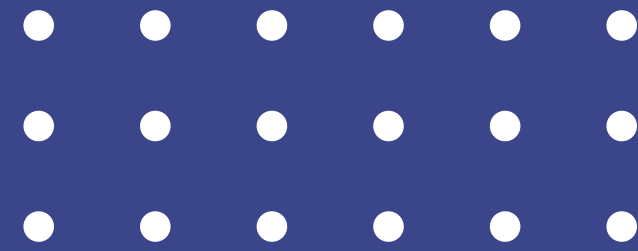


# Travel360 CRM

Travel360CRM is a specialized Customer Relationship Management (CRM) platform designed exclusively for PPC-driven Travel Service Centers. It addresses the unique operational, compliance, and data management challenges faced by travel agencies handling high volumes of inbound leads, sensitive customer data, and real-time campaign interactions.

Built with a strong emphasis on PCI compliance, data security, and operational efficiency, Travel360CRM enables organizations to manage leads, customers, payments, and marketing campaigns within a single, secure ecosystem.



## Key Objectives

- Ensure PCI DSS compliance for handling customer card data
- Streamline lead management and allocation processes
- Enhance data security and access control
- Provide real-time visibility into marketing and sales performance
- Support accounting and chargeback tracking workflows
- Improve agent productivity and customer engagement



## PCI Compliance & Data Security

Travel360CRM is designed to meet strict PCI DSS standards, ensuring secure handling of sensitive payment information.

- End-to-end encryption of customer card data
- Tokenization to prevent exposure of raw card details
- Restricted access controls for payment-related data
- Secure audit trails for compliance monitoring



## Customer Card Data Safety

Protecting customer financial information is a top priority.

- Masked card number visibility for agents
- Secure payment capture interfaces
- No storage of Card Data and sensitive authentication data
- Role-based access to financial data



## **Advanced User Management**

The system includes robust user control features to maintain operational integrity.

- Role-based access (Admin, Sales Team, Accounts, Marketing)
- Permission-based data visibility
- Multi-level approval workflows



## **Lead/Calls Management & Smart Allocation**

Travel360CRM ensures efficient handling of PPC-generated leads/calls.

- Intelligent lead/call punching system
- Lead prioritization and tagging
- Real-time lead status tracking



## Customer Data Security & Segmentation

- Secure storage of customer profiles
- Data segmentation for targeted services
- Controlled access to sensitive personal information



## **In-Built DocuSign Integration**

Travel360CRM includes a built-in digital signature system for seamless documentation.

- Send agreements and travel documents instantly
- Secure electronic signatures
- Document tracking and storage
- Reduced paperwork and faster deal closure



## **Accounts & Financial Monitoring**

The CRM empowers the accounts team with daily operational insights.

- Daily sales reporting and reconciliation
- Chargeback tracking and case management
- Integration with billing workflows



## **Accounts & Financial Monitoring**

The CRM empowers the accounts team with daily operational insights.

- Daily sales reporting and reconciliation
- Chargeback tracking and case management
- Integration with billing workflows



# Benefits of Travel360CRM

Travel360CRM is a comprehensive, secure, and intelligent CRM solution tailored for travel service centers operating in PPC-driven environments. By combining compliance, automation, and real-time insights, it empowers businesses to manage leads effectively, safeguard customer data, and drive sustainable growth.