

**TIRUN**  
Just Cruise



# Royal Caribbean Cruises' Indian representative Tirun Travel Marketing runs on Zoho CRM

CASE STUDY



**ZOHO CRM**

— The World's Favorite CRM —

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for CRM  
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Royal Caribbean Cruises is a renowned international cruise line brand. They are the largest by revenue and second largest by passenger count in the world. They operate across over three hundred destinations globally. Tirun Travel Marketing has been their Indian representative for over 25 years with offices across the country. They are headquartered in Delhi, and have operations and finance teams working from their Mumbai office.

For Tirun, the need for a CRM became apparent when the team found their daily productivity hampered by spreadsheets that wouldn't load, often resulting in corrupted files and subsequent data loss. Ashwani Vatsa was hired to equip the company with the technology needed for a productive, data-driven environment, which allowed for easier collaboration between different departments.

**It didn't take Ashwani long to consider the Zoho suite of applications, which had all the products they were looking for under one brand.** It was simple to set up, and within a few weeks of exploring the product, he was able to set up all the necessary processes for Tirun's different department heads. Read on to learn about the activities and use cases for each department head, and how the Zoho suite was able to address their requirements.



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# Head of Strategy for Trade Operations

**Ritu Malhotra** runs strategy and operations for the distribution channel at Tirun. The work involves managing a multi-tiered 'Inner Circle Program', which is a tight network of travel agents across India. Creating strategies to maximize bookings from agents and widening their distribution channels is a key goal. Net Rate Programs and Co-op Marketing are among other important activities she's in charge of managing. The role also involves being responsible for ROI on trade shows and events that Tirun hosts and participates in. Ritu uses Zoho CRM to stay on top of these activities and more. Here is a list of the CRM features that help her with her work.



## ■ Reports to stay on top of all numbers

Reports are needed to identify high-performing agents to include in the Inner Circle Program. Reports are also the basis on which Net Rate programs are created to boost volume across destinations and seasons. State and destination targets are important figures to stay updated on, making reports integral for daily work.

Tirun has three types of cruises: Celebrity Cruises, Silver Sea, and Boutique Cruises, and there are targets to be achieved and monitored for each. These processes can now be monitored easily thanks to CRM reports. The 'Travel Agency Productivity Report' shows the highest contributing agents and their respective booking figures across a given time frame. Reports also come in handy for identifying under-performing agents who can be left out from subsequent campaigns.

## ■ Campaigns module for co-op marketing, net rate campaigns, and events ROI

Empowering travel agents to sell more is one of the many things Ritu has to think about. One effective strategy is to handpick credible travel agents and carry out Co-op Marketing campaigns with them. Agent information and budgets are updated in the module, and the team maps the bookings that come from particular agents to the Co-op Campaign, making it easy to determine ROI. Net Rate campaigns are tracked the same way. Tirun also participates in events across the country with a focus on building their travel agent database. The Campaigns module comes into play once again when tracking budgets and mapping bookings to determine returns. The ease of using this module for ROI tracking has resulted in smarter investments that have saved Tirun time and money.

# Manager Group Operations

**Arya Kanvinde** heads the team that looks after group bookings at Tirun. All inquiries that have a minimum of sixteen fully paid guests or eight cabins come under the category of group bookings. This is volume business for Tirun, and monitoring and growing this channel is of paramount importance. Group bookings, by nature, come with many requests and changes that have to be tracked. Prior to CRM, this process caused stress and productivity loss without a system to keep things organized.

Spreadsheets were used heavily, which often became corrupted from multiple entries and files being open on many screens. Arya says, "Ever since we began using Zoho CRM, tracking has been smooth and reliable. Conversions are also up by 15 percent. The team is at great comfort in fetching details they need at any time, and there is a good 30 percent increase in team productivity. All the team has to do is go to the record to have complete details with time stamps." Here are some of the features frequently used by the team:



## ■ Page layouts: group bookings

The Tirun team operates from the inquiries module using page layouts to capture separate data related to group bookings and FIT. Group bookings have more fields in the form to capture information about all the guests and their individual preferences, whereas FIT bookings have a shorter form. The module is the same, but the two teams work by accessing different forms that share some common fields, but are needed to capture different information.

## ■ Reminders: tracking pipeline stages

Follow-ups can take a couple of days, so Arya swears by deal reminders. She says "Without reminders, a lot of the operations would be in chaos. Task reminders keep me and my team on our toes about a hundred things that we have to do in the day." The team relies on reminders to coordinate between prospects and agents, cruise lines, and internal teams. They have reminders for each task activity about sending quotes, making calls, following up on requests and so on. At every stage in group operations, reminders play a critical role in keeping things moving forward.

## I Group bookings pipeline

This is the group operations pipeline with stages that are closely monitored. The different stages are: query received, quote requested from cruise line, group rate quoted to agent/prospect, booking accepted, or rejected. Tirun deals with a large volume of such inquiries, which is why stage tracking is crucial. When the team receives a lead with details, they immediately contact the cruise line inquiring for a rate for the group. The cruise line can take a few days and there are active follow-up efforts involved. The next stage is to send the quote to the prospect/agent. Here, there are call and email follow-ups, and once the quote is accepted, there is an entry made in CRM, and from then on a booking is created and followed-up until the amount is received by the Accounts team. At all points, it is easy to look at which stage a lead is in through built-in pipeline reports. Arya has complete clarity on where the team and individual members stand with converting these inquiries to bookings.

## I Workflow rules: internal emails

When the BD team enters a qualified lead in CRM, there is an email trigger that sends an email to their group id. The team then begins working on the lead. There are also internal emails set up to inform the Accounts team when advance payments are locked in, and when the final amount is received.

## I CRM reports: capture and track booking interests and confirmed bookings

It is an important managerial responsibility to monitor sales numbers, inquiries, and bookings. While inquiries don't necessarily convert to bookings, they present an important picture of the quality of leads brought in by the BD team. If the number of conversions from inquires to bookings are low it could point to strategic shortcomings that have to be worked on immediately.

Ritu, the Head of Operations, bases a lot of her planning on reports generated by Arya in addition to her own reports. Arya has the complete breakdown of inquiries and bookings across destinations, cruise lines, and regions. There are also productivity reports for team members and agents that take into account the volume of queries and tickets, as well as the speed of conversion. Agents that bring in high volume are very important for Tirun's distribution channel, and the strategy heads work with the operations manager to identify and track them. The team's performance is entirely based on volume and productivity metrics provided by Zoho CRM.

# Head- Operations

**Meenakshi Jaggi** handles all bookings that are below 100 reservations. The lead sources include big travel partners like MakeMyTrip, Goibibo, Tirun's own websites, independent agent sites, and many more. FIT targets have to be met across cruises, states, and destinations—this is the most important part of the job. All of the FIT operations are captured inside CRM, so Meenakshi never has to work based on assumptions. She says "Zoho CRM has made my life so much easier. Everything I need is available in a few clicks, and I know who is doing what at all points. My team is also more focused since they don't have to update me on their tasks. CRM has brought complete clarity to the way we work. We are happy to record a productivity increase of over 30 percent." Here are a few of the ways that the FIT team uses Zoho CRM.



## ■ Inquiries module and CRM reports: capturing and tracking booking interests and confirmed bookings

Reports are set up to give complete details about the number of lead inquiries that are made based on region and destination, including all prospective sail dates and cruise preferences. The manager has complete visibility on who the most productive team members are. Only when inquiries are actively pursued do they become bookings, and team productivity is determined by the speed and number of follow-ups. Three basic reports that are very important for Tirun are: inquiries generated within Asia, inquiries generated outside Asia region, and inquires by week and month date range.

If the prospect is interested in making a booking, the record in CRM is edited and the details are added to the booking section. This includes information about sailing dates, number of guests, cruise package chosen, and initial lock-in amounts. Meenakshi runs several reports to stay on top of bookings. She runs a daily report on conversion which provides her with the ratio of inquiries to bookings. This information is also available on a dashboard on her CRM home screen. She shares reports capturing conversion numbers for each destination and shares them with the managers who are in charge of maximizing bookings in their respective regions. She always has her eye on meeting and exceeding quarterly targets, and reports have helped her stay on top of these figures with great ease.

## I Workflow emails: follow-ups and internal communication

Outside of calls, emails are a great way to stay in touch with leads. The team would previously send out emails manually on an individual basis, and they found that it took away from their productivity. With workflows, they now have email triggers set up to send to prospects or agents, asking them if they'd like more information, or if they prefer different sailing dates, and if they would like to get on a call to discuss. Once there is a response from the lead, these emails are stopped. There are also workflow emails triggered in the following stages: inquiry stage (acknowledgment of their interest), on receipt of advance amount (acknowledgment and receipt), on receiving full cruise amount (acknowledgment and receipt), and emails regarding travel documents, and web check-in in the days leading up to trips. Automating these emails has saved the team a substantial amount of time, and there has been an improvement in productivity directly attributed to this change.

It is customary to collect an advance amount to reserve cabins on these cruises, with the full amount collected closer to the sailing date. When the team receives the advance amount, they update a field in the record which triggers an email to the Accounts department. The department is made aware that the amount has been collected, and they follow-up to confirm. The same applies when the full cruise amount is received. The emails help the teams a lot with internal communication as they don't have to be notified personally. Tirun does not consider any booking final unless it is captured in the CRM and there are receipts to back it up.

## I CRM reports: reward performance

Before implementing Zoho CRM, Tirun had challenges in accurately identifying performers. The ease and access to numbers was simply not there, and there were times they had to rely on perception and familiarity rather than data. CRM has brought in a complete data-driven culture, and evaluating performance has never been easier. Meenakshi says, "I now have fewer meetings, as the numbers speak for themselves. Performers are clearly visible, and we are able to confidently reward them based on CRM data." Meenakshi has a "Monthly Ranking Report" which measures performance based on the number of inquiries handled and bookings closed. On this basis, Tirun was able to reward performers with gift vouchers and all expenses paid cruise vacations. Meenakshi says, "We sent four people from our team on an all expenses paid cruise based off a Zoho CRM report, and we are sure it will motivate them to keep doing their best and achieve targets."

# Manager- Inside Sales

**Seema Parikh** takes care of Inside Sales at Tirun. The focus of her team is to bring in qualified leads for volume business. Most of the BD team consists of field sales representatives who have several meetings and calls in a day. There are teams that work from both the Delhi office and the Mumbai office. Through Zoho CRM, Seema has complete visibility of her team's activities. Here are the features that are important for Seema and her team.



## Activities module for tasks, meetings, and calls

The activities module in Zoho CRM is where the majority of the BD team operate from. They log in calls they have with the prospects, and they update their tasks regularly. They also schedule online meetings from CRM and update status post sessions. There is complete clarity with what the team is doing on a day to day basis because of the activities module.

## Mobile app: field sales

Zoho CRM's mobile app comes in handy when the team is on the move. The check-in feature allows Tirun's team to record their visits when they meet prospects. The team also find it easy to visit more prospects in one area using the 'near me' feature that connects with maps to show other prospects in the same location.

## Reports: stay on top of team activities and numbers

Zoho CRM reports are used to determine strategy and monitor the efficiency of the BD team. Seema looks at how many calls have been logged and how many prospects have been met. This data is important to determine which strategies are working and what to improve on.

If there are only a few queries and bookings compared to BD calls and visits then it is time to look at other sources. Region, destination, cruise line, and monthly breakdown of inquiries and bookings are critical data points for the team, and are included as components of Seema's dashboard. Reports are also integral to evaluating and rewarding high performers on the team.

# Marketing Manager

**Ishita Kar** is responsible for all of Tirun's digital assets, including their B2B and B2C websites and digital promotions. Curating campaigns around seasons and destinations across their three cruise line brands is an important part of the job. Ishita's use of Zoho CRM is centered around campaign management and reports.



## ■ Campaigns module : ROI for digital campaigns

ROI for campaigns is measured on the number and quality of leads received at the end of every campaign. The module serves as a central place to track all campaigns along with their budgets, expected revenue, and actual results.

## ■ Reports: monitor inquiries and bookings across destinations, seasons, and cruise brands

Ishita looks at reports to design marketing campaigns for destinations or regions that need a push to reach targets. Reports are also used to look for avenues where more bookings can be generated. The most useful reports are: bookings by region within and outside of Asia, and bookings and queries by month for each of the three brands.

## ■ Social Tab : for social media scheduling, posting, and monitoring

The social tab lets Ishita manage Facebook and Twitter accounts for Tirun. The option to schedule posts as per her content calendar saves her a substantial amount of time. Monitoring both Facebook and Twitter comments, mentions, messages, etc is easier to do from within CRM. The option to directly add leads from these channels to CRM is another time saving feature.

# Head- CRM

Ashwani Vatsa, the CRM Head for Tirun, and was entrusted with the big task of moving all of Tirun's operations to a secure cloud platform that brought with it tangible improvements in the areas of transparency, productivity, and overall conversions. Tirun operated on spreadsheets and were incurring too much data loss in addition to inefficient processes and poorly integrated systems. Ashwani felt a CRM would serve as a central place for all of Tirun's teams to track their work. However, he also wanted to account for the future needs of the company, so he sought out an application suite for the whole business to perform their work. It didn't take Ashwani long to learn about Zoho One, and be convinced that it had everything the company would possibly need in terms of a cloud-based solution.



Ashwani has set up Tirun's teams with Zoho CRM, and continues to learn and implement new features and functionality. He says, "Zoho CRM was easy to set up and it took me only a few weeks to have the team on board. The free resources and the support team helped me get a handle on things fast. I am excited to explore more features and other products in the Zoho One suite". One of the biggest benefits of implementing CRM was the ease of which reports could be generated based off CRM data.

Reports are one area where Tirun finds huge benefits of having Zoho in place. Previously, the team had to source data from individuals and there were inconsistencies and sketchy formatting to handle, not to mention the amount of hours it took to put them together. Ashwani says, "Zoho CRM's default reports provide many of the numbers that Tirun needs to stay on top of everything. It also allows for several custom reports that I generate for managers. Zoho CRM's mobile app is another huge value add to the company as all of the field sales reps rely on it to record meetings and their activities." About using Zoho on mobile, Ashwani says "The mobile app has brought complete transparency to field sales, and the managers couldn't be happier with how easy and transparent it is to evaluate and reward performers". Ashwani attributes a 25 percent revenue increase to Zoho CRM. The managers also record a 30 percent or higher increase in productivity for their individual teams. The biggest claim Ashwani makes is that Zoho has made a night and day difference in peace of mind and clarity with operations that he pegs at a 40 percent increase overall. Ashwani concludes saying "Zoho is helping Tirun take key decisions using data-centric methodology".



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Tirun Travel Marketing is a company that recommends Zoho for its ease of use, and its suite of applications that work well together.

**Tirun is happy to be associated with Zoho and its brand of products, and will recommend it to other businesses of the same size and industry.**



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