

Customer Case Study



Thomas Cook Selects SugarCRM to Manage Leads and Support Customer Relationships

Challenge

- Could not align lead and customer management with growth trajectory
- Wanted a centralized, easy to customize solution to track and manage customer data that could be up and running in two weeks
- Lost revenue opportunities

Solution

- Deployed a customized, user-friendly Sugar solution in two weeks
- Achieved full user adoption
- Integrated SugarCRM with phone system and Outlook

Results

- Improved lead management, eliminated duplication, and increased sales productivity with integrated lead acquisition
- Delivered immediate business results
- Provides insight and analysis into its most pressing business issues via dashboards and FAQ modules

Improved lead management, eliminated duplication, and increased sales productivity with integrated lead acquisition



Synolia, along with Sugar's ease of use, got my group up and running within 15 days without any support from our IT department."

Cathy Bou, Group Travel Coordinator
Thomas Cook Voyages

Industry: Travel and Leisure

Profile: With 1,700 employees and the acquisition of Jet tours in 2008, Thomas Cook France is considered the second largest travel company in France, with the biggest integrated retail network.

Website: www.thomascook.fr