



Abacus ClientBase.

Enduring relationships, sustainable growth

Cultivating customer loyalty is never easy. Yet it is service quality and value-based loyalty that will sustain you in an intensely competitive market. You can ensure your continued success by equipping yourself with the right customer relationship management tool.

Designed by the trade, for the trade, Abacus ClientBase is the travel industry's leading Client Relationship Management (CRM) tool, with over 15,000 installed agency locations worldwide. No other CRM application is as robust, proven, and fashioned for your agency's needs. Its extensive customer management capabilities enable you to better understand your customers' preferences, segment your customer base, and execute marketing activities that produce dramatically improved results.

Simple to learn and easy to use, Abacus ClientBase provides you with a range of powerful functions to build lasting relationships and deliver outstanding service to your customers.

Understand and Delight Your Customers

To deliver the right products to the right customers, you have to understand them as individuals, families and corporations, targeting their requirements and preferences.

Fulfil customers' needs through segmentation

Understanding your customers through segmentation allows you to create quality travel products that can meet their needs closely. You are able to take special promotions to your customers, personalise your messages, and make your marketing campaigns more effective by delighting customers and driving repeat business.

Differentiate from competition

You can congratulate customers on their birthdays and anniversaries, remind them to renew their passports and alert them of promotions to their dream destinations, all with Abacus ClientBase. These "special touches" build rapport, maintain top-of-mind attention, and establish value in your customer relationships. Most importantly, customers will view you differently from the competition, rendering your services to be more qualified. This is an advantage not easily replaced by lower prices.

Give your customers the service they deserve. Build lasting customer relationships.

"We have been hearing for a long time about how we should get into Host Media Advertising or customer relationship management. Abacus ClientBase has finally given us the right tools as a travel agent to really get to know our clients better and drive more value out of our database through matching offers to their needs and making the whole process easy to manage."

PT Panorama Sentrawisata,
Indonesia

You may also want to consider other relevant Abacus solutions like:
Abacus PowerConnect
Abacus TicketingExpress
Abacus Whiz

To find out more,
please contact your local
Abacus National Marketing Company

Bangladesh	Tel: 880 2 815 5502/5
Brunei Darussalam	Tel: 673 224 2404
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China	Tel: 86 10 5878 7000
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Kazakhstan	Tel: 7 727 312 1717
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Sri Lanka	Tel: 94 115 575 054
Taiwan	Tel: 886 2 2751 6988
Tajikistan	Tel: 7 727 312 1717
Thailand	Tel: 66 2 684 1700
Vietnam	Tel: 84 4 3943 1975

Enhance Your Customer Relationships

Abacus ClientBase has many features that help you develop a great working relationship with your customers.

Customer enquiry management

Abacus ClientBase has a function for a single-click summary which immediately summarises your customer's profile in a single page. For inbound customer inquiries, your travel consultants are able to instantly identify the customer, understand his/her background, and attend to them effectively. Furthermore, the travel-specific GUI interfaces make it simple and easy to capture and update data.

Travel preference tracking

You are able to perform a query and filter customer data by their travel preferences, and group them together as a saved record for easy retrieval to support future marketing campaigns.

Build Loyalty for Profitable Growth

In this age of cut-throat competition, the only way to build loyalty and business is through superior and sincere service. Abacus ClientBase helps you to achieve these successfully and professionally.

Retain, acquire, maximise

The effective strategy to increasing revenue and profitability is through satisfied customers. With insight into the travel and life profiles of your customers and their family and friends, you are well positioned to deliver offerings matched to their evolving needs and life stages. Through the process of customer relationship management with Abacus ClientBase, you invest less in acquiring new customers while increasing returns by retaining loyal and satisfied customers.

Easy creation of PNR

Customer PNR can be inserted into Abacus Whiz with a single click from Abacus ClientBase. Now your travel consultants do not have to re-type customer PNRs frequently; drastically reducing PNR errors, which can result in negative experiences and delays for customers at Airport Security Checkpoints.

Marketing reports generation

You may generate reports from past marketing campaigns, and leverage these historical data to improve the effectiveness of future marketing plans, resource allocation and investment.

Increase your sales productivity

The quick and easy access to customers' profile such as contact details, travel habits and travel preferences enables you to provide targeted advice that assists in quick and accurate processing of travel bookings. Coupled with booking efficiencies for groups and multi-party reservations, and strong follow-up management tools, it will boost your overall ROI and profitability.

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