Custom CRM software development for a hotel business owner

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Services offered: Feature-packed CRM system development for a hotel business

Industry: Hotel business

BACKGROUND

The client was running a flourishing hotel business in the U.S. and was facing challenges in handling customer data and activities that led to outdated data accumulation and improper management of business operations. They also faced certain challenges in handling multiple quotations, leads, and pulling reports. So, they approached us to build a feature-packed CRM system within their budget to handle vast customer data seamlessly.

SOLUTION IMPLEMENTED

- We completely analyzed the client's requirements in the CRM system and came up with a strategic plan to utilize our proprietary solution to build a full-fledged CRM software with minimum cost and time requirements

- The system was built quickly with astounding features to show unrivaled performance.

- The CRM system was built with a responsive user interface and enthralling features like handling activities and customer data in a structured database, statistics aggregation reports on deals, effective management of leads and opportunities, seamless handling of multiple quotations, finance AP management, invoicing functions, and so on.

OUTCOMES

35%
Improved tracking and management of operations

2.5X
Easily customizable system

38%
Improvement in business efficiency

The client was so happy with the comprehensive CRM system that provided easy access to all customer-related information and enabled effective tracking of all ongoing activities. The CRM system we built enabled the client to enhance their team member's collaboration and effectiveness. This helped them boost all the task-tracking processes.

Technology Used

MERN

Java

MEAN

amazon S3