

CLARITY STRENGTHENS CONNECTIONS AND IMPROVES COMMUNICATIONS WITH CREATIO SALES DELIVERED BY AGOVO

CRM implementation & support carried out by Agovo UK



Founded in 1959, Clarity is one of UK's longest-established travel management businesses and for good reason. With its 24/7 exceptional service and personal care, the Travel Management Company believes these are requirements in the highly competitive travel industry, rather than luxuries. This belief has consecutively landed Clarity within the top 10 list of travel management companies for the past 10 years.



PROJECT CHALLENGES & OUTCOME

With sales and account managers continuously on the road, and office personnel updating accounts with new information, access to real-time data through the cloud was imperative.

Prior to Creatio, if two individuals in two different locations accessed the same account to enter data, neither individual would be aware of the other's inputs, from a new business point of view, this was a big issue.

Now, with Creatio, communication silos are a thing of the past. Travelling sales and account managers are able to stay connected on the go by utilising Creatio's cloud-based technology. What was once only available in the office, travelling employees can access anytime.

All while office personnel, via the cloud, are able to access the latest information. In this way, all employees at Clarity remain in sync via Creatio's powerful, seamless sales platform.

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Creatio allows Clarity to proactively respond to customers' and as a result our own needs.

Sarah Smith, *Telemarketing Manager for Clarity*

94% of time saved while producing weekly reports.

Live dashboards provide employees with complete data oversight of every Clarity customer. Summarised and accurate data enables employees to efficiently prioritise and plan their activities to cater to clients' needs.