CLARITY STRENGTHENS PROCESSES AND IMPROVES COMMUNICATIONS WITH BPM'ONLINE SALES

There is nothing more valuable than convenience and time, especially in today's fast-paced world. Clarity, the Business Travel Experts, acknowledges these values by providing global travel solutions tailored to the needs of each client to ensure travel time is optimized and the client's experience is of premium quality.

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.

''Bpm'online allows Clarity to proactively respond to customers' and as a result our own needs''
– Sarah Smith (Telemarketing Manager at Clarity)

WHAT WERE THE CHALLENGES?

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 bpm'online, 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, that was a big issue"*, indicated Sarah – the Telemarking Manager at Clarity.

SINGLE PLATFORM TO CONNECT KEY BUSINESS UNITS

Now, with bpm'online, communication silos are a thing of the past. Travelling sales and account managers are able to stay connected on the go with bpm'online's mobile field sales capabilities and automatic, real-time data updates. What was once only available in the office, travelling employees have at their fingertips. 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 bpm'online's powerful, seamless sales platform.

WHAT ABOUT THE TIME-SAVINGS?

As impactful as is staying connected, equally vital is the automation of sales processes. *"Simply reporting through bpm takes seconds instead of days"*, mentions Sarah, who boasts saving 5% of her valuable time by merely leveraging bpm'online for daily sales activities. Productivity has also increased amongst Clarity personnel through automated dashboards catered to either certain individuals or teams. Live dashboards provide employees with complete data oversight of every Clarity customer. Summarized and accurate data enables employees to efficiently prioritize and plan their activities to cater to clients' needs: *"Bpm'online allows Clarity to proactively respond to customers' and as a result our own needs"*, commented Sarah.

BUT WHY STOP THERE? CLARITY CONTINUES TO MAKE HEADWAY

In Q3 of 2017, Clarity won the bpm'online CRM Innovation Award for its ideal example of what CRM combined with AI can do for businesses in today's fast-paced world – *"We are thrilled to be recognized for the CRM Innovation Award"*, said Sarah, *"and share our successful experience with other technology buyers"*.