TRAVELSYNC

Learn more from your data

As a travel agent, you likely have a difficult time merging all your customer data, from numerous programs and platforms, into one report. Your data views are limited, with no effective way to connect, sort and analyse your different data sets.

TravelSync is here to help. It's a customised program that converts your customer records into a useable format. It's accompanied by a powerful analytics tool to transform the way you communicate with your customers and grow your business.

HOW IT WORKS

We apply customised data cleansing routines to salvage and merge data sets into a universal format that connects to an interactive data dashboard. The dashboard provides mapping, demographic, geographic and customer/market profiling capabilities to elevate existing client targeting and communications strategies and identify opportunities to acquire new clients.

We offer two program options plus add-ons that can flex to meet your needs.

PROGRAM 1—SINGLE USE

Client data merging, cleansing, reporting and return of cleansed data.

- Analysis
- Market Change Report

PROGRAM 2—FULL SUPPORT

A powerful mix of tools and services to help you bolster your business planning and marketing efforts.

- Analysis
- Market Change Report
- TravelSync Interactive Report, with mapping, demographic and customer profiling capabilities
- Quarterly data updates, along with tracking results
- Optional add-on: outsourced marketing, emails and social media

TravelSync is powered by HMA

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