



GoldenLion Implements Travel Agency CRM for ELF Outdoors

Introduction

ELF Outdoors is an Indian travel agency specializing in educational travel for students. They design experiential learning programs for children of all ages, set in natural environments, to help them explore the world's diverse cultures, languages, ecosystems, and architecture.

GoldenLion implemented the Travel Agency CRM, an industry-specific solution built on Zoho CRM, customized to meet their unique business needs.

In addition, GoldenLion conducted comprehensive user training to ensure a seamless onboarding experience.

Today, ELF Outdoors efficiently manages its entire sales cycle using the Travel Agency CRM.

Business Name

ELF OUTDOORS

Company Profile

- INDUSTRY TRAVEL AGENCY
- TYPE B2C
- HQ NOIDA, INDIA
- USERS 1

Selection Criteria

- INDUSTRY SOLUTION
- PROPER PARTNER SUPPORT
- BUDGET-FRIENDLY
- CAPABILITY TO CUSTOMIZE
- FAST GO-LIVE



CASE STUDY

Problem Statement

Like many new businesses, ELF Outdoors initially relied on spreadsheets and emails to manage its operations. However, as the company grew, these tools led to inefficient workflows and coordination challenges.

A major pain point was the absence of a centralized database. Critical information was scattered across desktops and inboxes, often resulting in delays and miscommunication.

To overcome these challenges, ELF Outdoors began searching for a robust, cloud-based CRM solution designed specifically for the travel industry.



WHY ZOHONE?

- GoldenLion's Travel Agency CRM, built on Zoho CRM, enabled ELF Outdoors to go live quickly and efficiently.
- Zoho CRM's powerful customization capabilities made it possible to design a solution that is both scalable and adaptable to ELF Outdoors' evolving business needs.
- Moreover, partnering with an experienced implementation team with deep expertise in the travel industry was a key factor in their decision ensuring a seamless, efficient, and impactful deployment.

Finding GoldenLion

ELF Outdoors was already using Zoho for a sister organization, so they were familiar with the robustness and flexibility of the Zoho platform.

Given their positive experience, they decided to continue with Zoho and sought an implementation partner with deep expertise in the travel industry. It was crucial for them to work with a partner who understood their business processes and could tailor the system to their specific requirements.

During their research for a reputed Zoho Partner specializing in travel solutions, they came across GoldenLion. After exploring the available resources and demo video of the Travel Agency CRM, an industry-specific solution built on Zoho CRM, they found it to be an excellent fit for their needs.

CASE STUDY

Implementing Travel Agency CRM

GoldenLion initially implemented the Travel Agency CRM for ELF Outdoors. While the off-the-shelf solution addressed most of their requirements, a few minor customizations were needed to align it perfectly with their specific business processes.

Once GoldenLion completed these customizations and deployed the system, the ELF Outdoors team began using it to manage their end-to-end operations. Within a very short time, they began to notice noticeable improvements in efficiency and coordination.

Since then, the ELF Outdoors team has been using the Travel Agency CRM to manage their entire sales process—from capturing leads to ensuring consistent follow-ups.



Future Plans

"So far, we have been primarily focused on generating leads and uploading them into Zoho. This enables us to manage follow-ups efficiently and on time, an essential factor in improving conversion rates and driving business growth. As our lead volume and client base continue to grow, we'll be able to track every interaction more effectively, manage follow-up tasks seamlessly, and achieve more closures."

NITI SINGAL

Director,
ELF Outdoors

SOLUTION OFFERED

- Implemented the Travel Agency CRM, an industry-specific solution built on Zoho CRM, tailored to meet the unique needs of the business.
- Customized the CRM to fit their precise business use-case.
- Delivered extensive training and hands-on guidance to ensure a smooth and successful onboarding experience.



Niti Singal

DIRECTOR
ELF OUTDOORS

About Zoho and GoldenLion

"Before finding Zoho and GoldenLion, we struggled with inefficient workflows and lack of centralized data management, leading to delays and miscommunication. We now have one solution to all the Sales & operations related to the queries in the day-to-day life of a business."

CASE STUDY



About Goldenlion

Starting its journey as an Alliance Partner of Zoho Corporation, GoldenLion has become one of the top Zoho consultation companies worldwide.

Since our inception in 2010, we have been helping small and mid-size businesses worldwide automate and structure their entire business processes by offering all-around consultation for the Zoho Suite of Products and customizing them to fit our client's business requirements.

With 900+ customers in 90+ countries, today we are all set to become a trusted growth partner to your business!

[Here's what our customers have to say about our services.](#)

900+
Customers

30+
Team Members

6
Industry Solutions

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