Customer Relationship Management (CRM) Solution

For a 360° Perspective of Your Park Operation
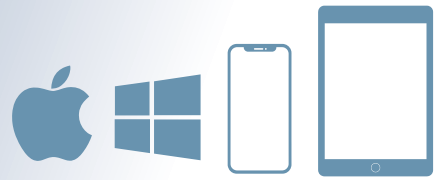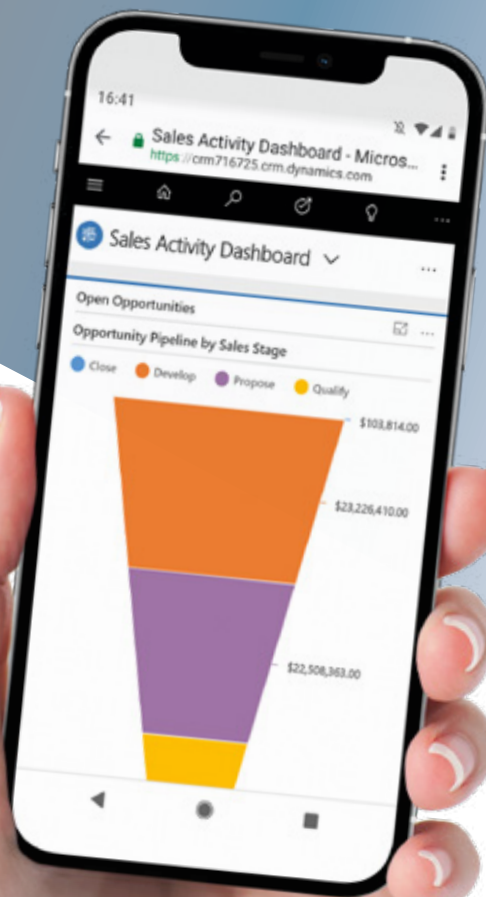
Any device | Anytime | Any location

Windows | Mac | Tablet | Mobile

Microsoft Edge   Internet Explorer   Google Chrome   Mozilla Firefox   Safari

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EliteCRM

Gain a true 360° perspective of your sales, marketing and customer service activity.

Our Elite Customer Relationship Management solution brings your holiday park sales, marketing and customer service departments together to give you relevant, valuable, and productive customer insight.

Developed solely based on the needs of the holiday park industry to support business growth and profitability, EliteCRM gives you a competitive edge by helping you build and maintain those customer relationships that truly matter.

All customer data and communication is centralised in one easy-to-access platform removing the need for labour intensive reconciliation of multiple systems across different departments - saving your staff valuable time pouring over endless files and folders for current and historic information.

Built on, and powered by, Microsoft Dynamics 365 Customer Engagement technology and using cloud-based dashboards that can be accessed anywhere, anytime, and from any device, EliteCRM is designed to lay the foundations and provide you with the tools to ensure a seamless customer journey.

Connect your customers and businesses together with one single, integrated platform that gives all departments a clear view of your customers for the very best in relationship management.

MARKETING

CUSTOMER SERVICE

SALES & LEADS

EXTENSIBILITY

AUTOMATION

SOCIAL MEDIA
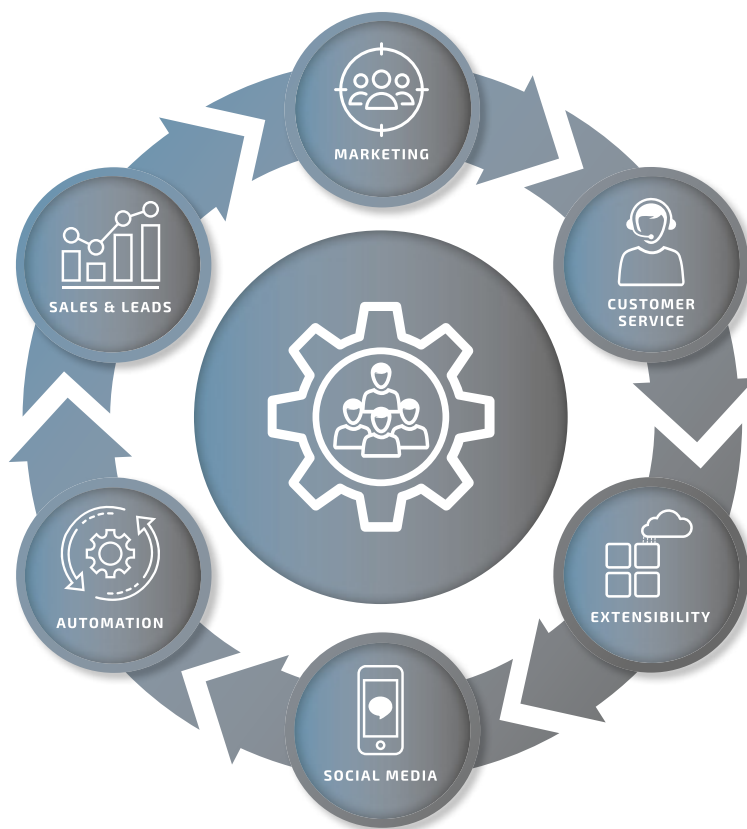
Who benefits from EliteCRM?

Marketing

Make it easy for your whole team to understand and engage more effectively with your customers

Your existing customers are your most valuable and profitable customers. They can be excellent ambassadors and are more likely to respond positively to up-selling, so you need to know more about who they are and what makes them tick. This is where EliteCRM comes into its own. Providing you with the tools to identify the characteristics and trigger points of your existing customers – what they're opening up and clicking on – enables you to build and grow those relationships and pinpoint where your marketing spend is most and least effective. The more you know your customers and the more engagement you have with them, the more targeted your marketing planning can be. EliteCRM gives you key data like advanced reporting, social media insights, and website analysis so you can easily track your campaigns to identify your most responsive customers and schedule automated and personalised follow ups based on their behaviour to really capture their attention. Sending the right communication, in the right way, at the right time, results in greater, fully measurable, return on investment (ROI) from your campaigns.

Sales

Guide your sales team from start to finish through the customer journey

EliteCRM can support your sales function from initial leads through to appointment and beyond. Automation can improve efficiencies by cutting down duplication of effort, setting and allocating staff reminders to follow up sales leads, and tracking customer behaviour to identify potential opportunities. With integration with Outlook, your teams can work smarter by keeping check on appointments with email tracking, meeting alerts, follow-up task reminders, and notifications for optimum efficiency.

The reporting functions and dashboard can highlight higher value sales and identify those most likely to convert, thereby increasing your opportunities for up-selling or cross-selling. On the flip side, it can also flag up those who might need a little extra support to close the sale, allowing you to allocate staff time and resources efficiently. A pipeline helps you get an overview of sales progress so you can forecast and provide key management reports.

Customer Service

Put the customer at the heart of everything you do

EliteCRM enhances your customer service, and is available in real time in one central location, removing the many different islands of data and supporting a highly personalised service. This end-to-end visibility ensures professionalism at all times; whether you're managing Sales enquiries and bookings, dealing with owner issues, or having the insight to identify and resolve potential concerns before they arise. Using the built-in workflow function, customer journey templates are available out of the box. For example, pre and post-holiday communications can be set up including booking confirmations, payment reminders, check-in and welcome information on arrival day, as well as tailored cross-selling opportunities for anything from food and drink to park activities. All of this enhances the overall customer experience, maximises satisfaction and increases the likelihood of repeat custom.

The Business!

Get a snapshot of the whole business at one point in time

EliteCRM is a functionally rich, robust, and entirely fit-for-purpose solution. It has been specifically designed to support business efficiency and financial growth across all park operations, from reducing resource costs and cutting down time spent on long-winded administration tasks, to having real time management reports and KPI's available at the touch of a button. While your competitors are spending budget on acquiring new customers, you can use the power of EliteCRM and its data to increase revenue.

The Customer Relationship

Know your customer

CRM in essence is all about **relationships** – listening to and understanding the customer to make them feel valued. With EliteCRM, you can take ownership of how and when you communicate with your customers, so it becomes more personalised and relevant resulting in a better overall customer experience. Your customers also have the opportunity to provide feedback via customised surveys, which will give you a better feel for what your holiday park does well and where there may be potential for improvement to help you exceed customer expectations.

Key features

Our EliteCRM solution brings your holiday park sales, marketing and customer service together for more relevant, valuable, and productive customer insight.

Simple and easy to use. Integration with EliteParks or existing park management systems

Available at any time, from any location, with any device

Access information in real-time

A true 360-degree perspective of your customer sales, marketing and customer service activity

SMS and email automation

Fully integrates directly into Outlook and Office365

Direct integration with social media platforms, including Twitter, LinkedIn, Facebook and YouTube

Marketing campaign and budget management

Boost sales by guiding your sales teams through the journey of prospect to established customer

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Sales & Leads

Harness powerful sales automation to efficiently capture, manage, and progress new sales leads through multiple channels.

|	
Personalise customer journeys	✓
Prospect management to convert more leads	✓
Prioritise sales leads using lead scoring, based on behaviour, segmentation and time	✓
Automate workflow for reduced administration	✓
Personalise the customer journey	✓
Enhance your sales strategy	✓
Empower your sales teams to work smarter and more efficiently	✓
Connect your sales activity with your marketing activity	✓
Customise your sales	✓
Gain sales insight	✓
Automate tasks for your sales team	✓
Nurture leads with advanced segmentation	✓
Boost operational efficiency with access to data from any device	✓
Reduce resource costs and time spent on administration to enable your teams to sell more	✓

Marketing

Enhance your customers pre & post sale experiences with targeted, relevant marketing material throughout different stages of their customer life cycle.

Gain customer insight into their consumer behaviour	✓
Dynamic, automated or manual email communications	✓
Report and automate on open rates, click throughs, unsubscribes, bounce backs	✓
GDPR management	✓
Automate customer journeys based on marketing interaction	✓
Gain customer insight on web visits, social media activity and interaction	✓
Maximise social engagement	✓
Manage campaigns and events; and track ROI against actual sales	✓
Automate the RSVP process with timed customer communications	✓
Gain insight into website activity and engagement	✓
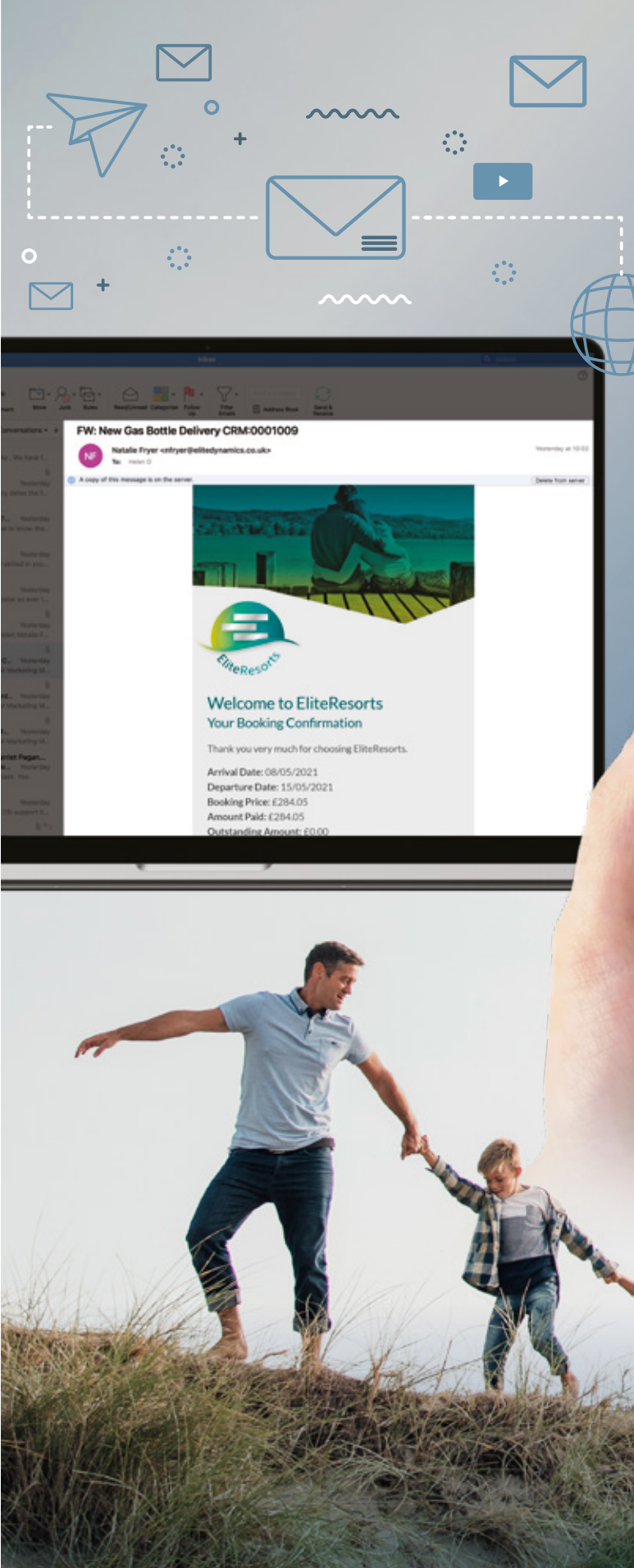
> Allow customers to provide feedback and issue a complaint using a dynamic case management tool, which will easily collate responses and act upon them.

Customer Service

Allow customers to provide feedback and issue a complaint using a dynamic case management tool, which will easily collate responses and act upon them.

Automated case creation via email, website or customer portal	✓
Automated routing to relevant team based on case information	✓
Custom case management process flow	✓
Utilise out of the box SLA timers for more severe cases	✓
Build up and attach knowledge based articles to assist customer service representatives with their job	✓
Automated identification of similar previous cases or duplicate customer cases	✓
Case resolution reporting	✓
Reduce resource costs and time spent on administration to enable your teams to sell more	✓

Automation

A robust, easy-to-use marketing automation platform extends and personalises your customer relationship management.

Excel integration for reporting, analytics and data manipulation	✓
Outlook integration for communication, appointment and task management	✓
Microsoft Word integration for mail merge and document generation	✓
Use Microsoft Power Automate to manage activities across the Microsoft Suite	✓
Use Microsoft Teams for collaboration on sales, marketing or customer service activity	✓
Use Yammer as an internal social environment to enhance collaboration and communication	✓
Utilise the reporting strength of Power BI to go above and beyond CRM reporting	✓

A robust, easy-to-use marketing automation platform extends and personalises your customer relationship management.

Social Media

Harness artificial intelligence to understand more about your customers and competitors, or search for your own company related information, across social channels.

Twitter searches	✓
Facebook searches	✓
Instagram searches	✓
YouTube searches	✓
Blog searches	✓
Automated lead or case creation	✓
Location, intention, sentiment analysis	✓
Private message management	✓
Respond on Twitter or Facebook	✓
Track all social posts against your customer relationship management (CRM)	✓

Management package

Your choice of customer relationship management package

With many years of experience in developing software solutions for businesses of all sizes, we have a range of three go-to customer relationship management packages available for you to choose from: EliteCRM Gold, EliteCRM Platinum, and EliteCRM Diamond. We can also deliver custom-made hybrid solutions to suit your business. Take a look at the range of key features below to see which option could add the most value to your park operations.

EliteCRM is designed specifically for holiday park industry operators and fully customised to your own park's needs.

EliteCRM streamlines your processes, improves customer interactions, and maximises efficiency.

EliteCRM drives your sales activity & increases customer satisfaction thanks to automated workflows and seamless processes.

EliteCRM Gold

Integrated solution
- Customers, owners & enquirers
- Complete sales process with leads, appointments, bookings and deals
- Targeted marketing using customer insight
- Full customer 360 perspective
- Enhanced reporting and segmentation

Integrated marketing automation*
- Design HTML marketing content
- Fully automate personalised communications, such as booking confirmations or monthly newsletters
- See analytics and insight on your customers and prospects
- Email open rates, clicks and unsubscribes

*Additional licence costs - price dependent upon solution chosen

Automate your sales cycle
- Automated communication journey throughout lead cycle, for different lead types i.e. newsletter enquiry, booking enquiry, etc

Automate your customer booking journey
- Personalised booking confirmation
- 12-weeks, 6-weeks holiday reminders
- Outstanding payment and cancellation options
- Day of arrival and check in communication
- Post booking communication, including survey distribution

Automate your owner journey
- Initial enquiry communication
- Appointment reminder and confirmation
- Post appointment keep warms
- Deal confirmation and welcome pack
- Handover reminder
- 1-month welcome
- Survey distribution
- 1 year ownership anniversary

Enhanced marketing lists and segmentation
- Monthly newsletter
- Early bird bookers
- VIP customers
- Booking enquirers
- All owners

EliteCRM Platinum

EliteCRM Gold +

Outlook integration for activity management

- Appointments
- Tasks
- Email tracking

Campaign and event management

- Pre-planning
- Campaign costs, activities and response management
- Campaign ROI

Website integration*

- Contact us
- Enquiries

*Additional licence costs - price dependent upon solution chosen

Live chat integration*

*Requires a LiveChat account - additional licence cost chargeable

Social media management*

Find out what your prospects, customers and competitors
are doing on:
- Facebook
- Twitter
- Instagram
- LinkedIn

*Additional licence costs - price dependent upon solution chosen

EliteCRM Diamond

EliteCRM Platinum +

2-way EliteParks integration

- Use the capabilities of EliteCRM for presale activity and the power
  of EliteParks for completing the sale.
- Use CRM for sales processes
- Updated data in CRM, immediately available in EliteParks

Customer service and case management

- Manage your booking
- Book activities
- Check In

*Additional licence and implementation costs apply – price
dependent upon solution chosen

Use CRM to send SMS*

- Individual and bulk SMS
- Check in reminders
- Arrival day reminder

* Additional licence costs - price dependent upon solution chosen.

Enhanced reporting

- Booking and deal insight
- Most busy/quiet months/qtrs
- Most popular range
- Analysis by salesperson/park, etc
- Analysis by model, manufacturer or customer

Dynamics 365 mobile app

- Manage your sales
- Update appointments and confirm check-ins
- Allocate leads or customer tasks

"CRM is going to be a big turning point in the way we run the business. Prior to moving to EliteParks, we never really had any form of CRM system in place. To have one central place to manage every part of the process from nurturing the lead to marketing to them to sending out surveys, will be key to the way we interact with our customers, especially in the digital world we live in now. It's the start of a new era."

THOMAS SCARROTT, DIRECTOR & CO-OWNER

"The Elite software solutions give us new and improved ways to communicate with both our owners and holiday customers through CRM and the Owners app. We've already had Sales staff say they're expecting to make more sales from using EliteCRM as it's much more professional in managing appointments and sending reminders to follow up prospective customers."

RYAN JOHNSON, HEAD OF FINANCE

Generate and nurture leads

Build a killer sales pipeline and close deals

Streamline tasks

Respond to customer needs

Monitor customer data

Plan and schedule marketing campaigns

ELITE**CRM**

Automate | Engage | Respond

Get in touch

Elite Dynamics has a proven track record of increasing both revenue streams and profit margins, whilst reducing operational overheads inherent with running inefficient business systems. Our solutions have been designed alongside key industry players, and we are fast becoming recognised as the thought leaders in the holiday park industry.

If you are a holiday park operator looking for a consulting partner with both an intimate knowledge of the holiday park industry, and a wealth of Microsoft Dynamics experience, then book a demonstration or contact us for a no obligation chat to see how we can help you increase efficiency and achieve greater transparency and analysis across your business.

Gold
Microsoft Partner

info@elitedynamics.co.uk | +44 (0)161 641 8926

www.elitedynamics.co.uk