

viewTravel



clickviaja.com
Case Study

About **clickviaja.com**

Clickviaja is a franchise group (travel agency network) from Malaga, Spain, with more than 200 travel agencies in Spanish territory.

Clickviaja was born in 2008 and is made up of a multidisciplinary team of top professionals with more than 15 years of experience in the tourism, technology and business sector.

Clickviaja employs over 300 collaborators.

The total volume of business amounts to 60 million euros.

Clickviaja is integrated into a tourist group with more than 1200 agencies.





“New technologies are the main differentiating element in companies today. That is why we base our business development on technological innovation. Viewtravel helps set us apart from the competition and gives our brand greater value for the benefit of all our agencies.

Óscar Alonso – Clickviaja Agencies Network General Director

The challenge

- Improve customer engagement and increase sales
- Present next generation technology to Clickviaja agencies
- Prevent mistakes and reduce the use of legacy non-integrated email solutions
- Add high quality videos and images to Clickviaja.com website trip presentations
- Make working processes more dynamic and efficient
- Differentiate Clickviaja agencies from the competition





Why Viewtravel

Clickviaja needed something different

Clickviaja is committed to market diversification to be able to reach more and more customers, offering services and solutions that are recognized by customers as an added value and valued by them.

Clickviaja entrance fee included several services, products and technology, but something was missing...

They already had a CRM, an invoicing and management system, a ticket consolidation platform, an internet booking engine, an SMS alert tool, a hotel booking engine, among others... available for their franchisees.

So, why Viewtravel?

123 Gestión

Clickviaja.mobi

123 hotel

Clickweb



Flight Assistant

Todo para tu viaje

123 vuela

Código QR

...

The benefits

1. Viewtravel changed the way how Clickviaja travel agent network interacts with its customers and how Clickviaja.com website presents the trip packages.

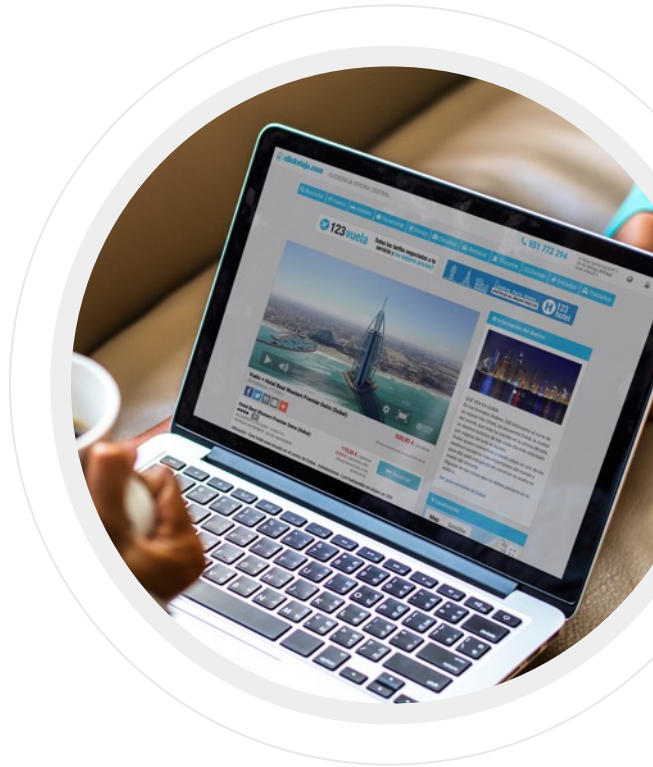
2. From Viewtravel travel media library, fully enriched with the best videos, photos, audio guides and trip information, Clickviaja customers can “live the travel experience, before having lived it”.



The benefits

3. Viewtravel online trip presentation features, built to inspire strong desires of travelling, lead to a more "emotional selling process" and higher customer engagement.

4. Viewtravel API enabled Clickviaja developers to integrate Viewtravel videos into Clickviaja.com website. Now, the destination pages are more dynamic and visually more attractive (making the trip package more desirable to purchase).



The benefits

5. With Viewtravel, and the Viewtour option activated (available for DMCs and Tour Operators), Clickviaja trip proposals and travel itineraries are now presented more efficiently, innovatively and distinctively, replacing the siloed and non-integrated legacy email platform Clickviaja was using.

6. All customer comments and budget interactions are registered in a unique, collaborative, sales ecosystem, preventing misunderstandings and information lost.



The benefits

7. Viewtravel dynamic customization features allow Clickviaja agencies to easily apply their corporate branding, travel agency service conditions, own thematics and apps, among others, into their proposals and travel itinerary presentations.

8. After creating beautiful and exciting presentations, Clickviaja agencies just need to send a link, a message (using Viewtravel GDPR compliant contact management feature) or an SMS to their customers, along with the travel budget or distribute the offer through social networks.



The benefits

10. Viewtravel is accessible from any internet-enabled browser, available 24 hours a day, 7 days a week, regardless of the location or device that is being used by customers, allowing them to access to their always updated trip information on any moment, not only before, but also during and after the trip.

11. Proposals and travel itineraries discussions, important trip documents, digital travel guides and cross-selling features: they all live tidily together in Viewtravel. With Clickviaja content and travel information in one easily searchable place, selling online is as easy as doing it in person!





8.762 views*

*Proposals and travel itineraries created since June 2016

213 users

And a lot of users

75%

Closing deals success rate!



Clickviaja is using



Base Module – In the hands of Travel Agencies, Independent Travel Agents, Online Travel Agencies – OTAs, Hotels and Airline Companies, Viewtravel can generate more sales and brand awareness.



Option – Incoming Inbound Tour Operators, Ground Operators, Ground Handling Agents and Destination Management Companies – DMCs, are also able to add innovative digital selling and customer retention capabilities to their sales teams and grow their business.



Clickviaja is using



Module - Leisure Travel Agencies, MICE or Corporate Travel Agencies, Online Travel Agencies – OTAs and Airline Companies, that wish to use Viewtravel Platform API^(*) to seamlessly push Viewtravel videos into their systems.



Option - ^(*)Viewtravel API may be used for custom development services, including feature extensions, new features, integration with third-party products, user interface design, pull and push data services, database integration, hardware and software interfacing and web applications upgrade.



“Who never wished to be able to present a romantic or wedding trip, with the couple favourite song playing? The 360° videos, the HQ images, the audio and the detailed destination information are specially created to inspire strong emotions and help travel industry players close more deals.

Gonçalo Teixeira – Viewtravel Marketing, Brand and Partner Relations Director

 **view**travel

Exaltation

- Options
- My Trip
- Budget
- Viewtour & Itinerary
- Videos & Audioguides
- Photos
- Map & Route
- Apps
- Contact
- Language

Want to go back to make a View?

▶ 🔊 -0:12

0:22

