

# ClientMajic™

## The new generation of client management

P O W E R • E A S E • A F F O R D A B I L I T Y

### ClientMajic is here!

ClientMajic is Canada's premiere customer relationship management (CRM) and client database tool for travel agencies. Used by many of today's professional agents, ClientMajic changes data into profits.

ClientMajic will help your agents better service and sell to their customers while providing you the tools to help with marketing, to grow your agency business. Using the latest database programming languages, and one of the worlds most advanced database servers, ClientMajic gives your agency, big or not so big, the power to do some incredible things at an affordable price.

### The right solution for you

Your choice of a client database and CRM Tool is an important one. It could affect how successful your business becomes. ClientMajic provides you with feature rich functionality, powerful database server, excellent support and an affordable price. ClientMajic is the client database solution you need today. Once you use ClientMajic, you'll wonder how you ever got along without it.

### We're here for you

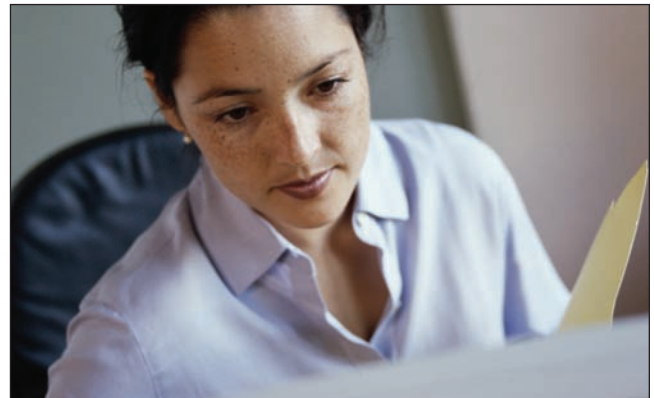
Functionality is only half of what it takes for a successful solution. Though feature rich, ClientMajic brings with it the excellent support and resources enjoyed by the over 1000 agencies using GBO today.

**Web version  
also  
available!**

Our help desk analysts are Canadian and understand the needs of Canadian travel agencies. We offer bilingual support and toll-free telephone access Monday to Friday from 8 AM to 8 PM EST. We have class room training facilities and field support across the country and

we also offer on-line information sessions using Webex for your convenience.

In addition, we provide you with on-line help and user documentation. With ClientMajic, we're here when you need us and we'll support you to make sure your experience with ClientMajic is a positive one.

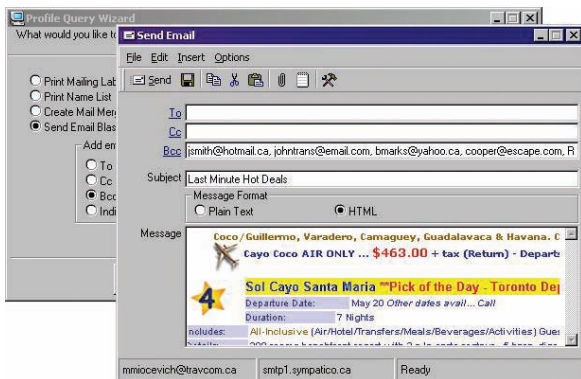


*Comprehensive support from GBO professionals*

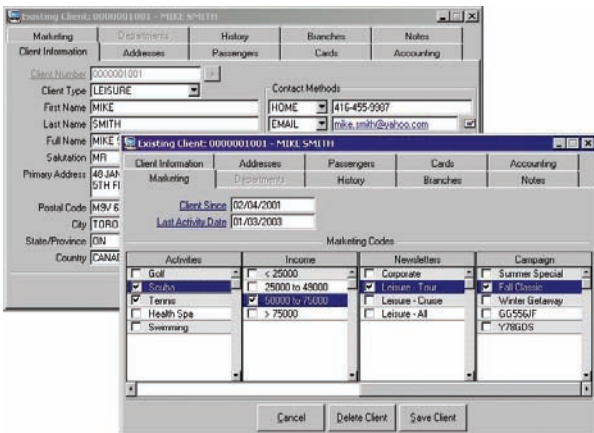
## ClientMajic benefits:

Here are some of the benefits that ClientMajic can bring to your agency:

- E-market to your customer database using the integrated e-mail tools.

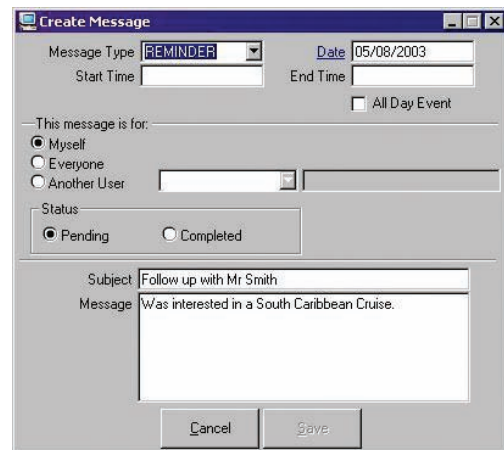


- Sales Centre gives your agents the ability to manage and edit their own interfaced records including make changes, add new sales and transactions, merge invoices, print or e-mail invoices, and post directly into GBO. Note: all functions are permission based.
- Know your customer by maintaining preferences, credit cards, interests, demographics and marketing information.
- Enforce Marketing comparisons by making specified categories mandatory



- Provide your customers better service by having their entire travel history and customer information at your finger tips.

- Interfaces with popular third party booking tools
- Never forget to follow-up with a prospective client or miss an appointment with our Contact Management and Calendar module.



- Print or e-mail new and historic invoices.
- "Push to PNR" technology allows you to create a new booking record in your GDS by moving client profile information from ClientMajic into a PNR.
- Reporting facility helps you analyse your customer base, tell you how well your promotional campaigns are doing, run agency & agent reports.

...and much more.

## Web Version benefits:

- No client software needs to be installed.
- Access customer profile and travel history from any Internet connected computer anywhere in the world.
- Great for at-home agents.

To order or for more information, please call **1-866-870-8288**.

And be sure to check out our web-site at [www.travcom.ca](http://www.travcom.ca)

**Travcom**  
Canada