



athena

fully integrated crm system

Imagine being able to launch all of your business critical applications from one place, with Athena Gallery the Vertical Group have made this possible.

Athena Gallery provides you with a fully integrated desktop giving you the ability to view and access all of the Vertical Groups products on one screen therefore providing you with the most efficient way to operate your business.



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fully integrated customer relationship management

The Athena Gallery product range includes: [TARSC Version 8](#), [Magic Professional](#), [Bedsales](#), [Complaints Module](#), [Customer Centric](#) and [Multi Component builder](#)

Customer Centric

For the first time you will be able to see what each customer has enquired about, how many quotes they have had and ultimately how many bookings have been made. Once you have all of this information you will also be able to target your marketing to the most relevant customer groups.

So what does Customer Centric do?

- Create a customer profile including address details and even their children's dates of birth
- Create an enquiry record which collects customer's preferred departure points, destinations, durations, preferred operators, maximum spend - in short just about anything you need to know about your customer
- Quote retrieval from viewdata from a single click in the customer record
- Ensure all bookings are instantly downloaded into the TARSC back office system and stored against the customer record
- Create tailored marketing reports
- Link your website homepage or even your intranet into the welcome screen

Imagine the possibilities... improving your operational efficiencies, being able to identify training needs within your team, knowing once and for all who is booking what, and most importantly improving your customer's experience and building loyalty.

BEDSALES

If your business has the need for an innovative

accommodation, inventory and booking management system then look no further. Bedsales has been designed to manage your hotel, villa, apartments and Cruise stateroom accommodation stock. Inventories can be contracted, Free Sale or on Request.

So what does Bedsales do?

- Inventory management of your own stock providing you with a one-stop inventory maintenance module allowing speedy inventory changes.
- Inventory management of third party stock
- Bedsales is available as an Internet on-line reservation system and as a Telesales operation.
- If used in conjunction with TARSC the client documentation production is second to none and gives you the flexibility to personalise all required documents and letters and email them to your customers.

Complaints Module...coming soon

Our all new complaints module is an excellent tool for tracking any customer complaints, giving you the ability to log all complaints, set deadlines and reminders, issue letters to customers and suppliers. The module also comes with full reporting functionality.

Multi Component Builder...coming soon

Component builder enables you to enter each supplier of a dynamically packaged holiday allowing you to fully manage and track each element of your booking from within TARSC. This includes BSP issued tickets, Transfers, Cruises, Accommodation, Ferry Bookings, Car Hire, Insurance, Special requirements, Daily Diary, Extra Notes, Itinerary and Car Parking.

Within each element you have the ability to enter all relevant booking information and costings. This new module comes with a full reporting functionality.