



**Says**

What have we heard them say?  
What can we imagine them saying?

TravelTrax Tours, a tour operator, leverages Zoho Books to manage their bookings, track expenses, and handle invoicing for their customers

They can generate professional invoices, reconcile payments, and monitor their financial performance

Zoho Books helps them streamline their financial operations and enhance customer service.



## Preparation and Maintenance of ZOHO Books for TravelTrax Tours

Short summary of  
the persona

- Implement a robust booking system to manage reservations and avoid overbooking. Regularly update the system with the latest availability and pricing information
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- Maintain clear communication channels with customers through various platforms.
- Respond promptly to inquiries and provide necessary pre-trip information

- Cultivate strong relationships with hotels, transportation providers, and other suppliers.
- Negotiate favorable terms and regularly review contracts for renewal or adjustment

Regular communication, technology integration, and a keen eye on compliance contribute to the overall management.

The preparation and maintenance of ZOHO Books for TravelTrax Tours can feel like a meticulous but essential process. It involves organizing a wealth of data, from customer details to financial transactions, to ensure accurate records and smooth operations.

While it may seem intricate, the efforts put into documentation, financial management, and quality control contribute to a well-organized and successful tour business.

We always have multiple vendors for one customer as we buy air tickets from one vendor, hotels from second vendor, taxi from third vendor and so on.

We do not have any fixed price service or product and all our services like Air tickets, hotels and transfers have different rates for different dates and time

Is there any other cloud based accounting service which is completely customisable for a travel agency also keeping in mind its future integration with a cloud based CRM

## Thinks



What are their wants, needs, hopes, and dreams?  
What other thoughts might influence their behavior?



## Does

What behavior have we observed?  
What can we imagine them doing?

## Feels

What are their fears, frustrations, and anxieties?  
What other feelings might influence their behavior?

 [See an example](#)

## Type your heading...