

**Solution:**

Travel companies need a **central source of up-to-date customer data for marketing**. Agents need a **simple front-end, requiring minimal keystrokes** to complete a booking and collect and maintain customer data.

**Matrix FrontLine** combines the **robust Matrix database and flexible Internet deployment**, along with product features built on customer feedback to deliver the next generation of **travel agency customer relationship management**.

**Proven Benefits:**

- Simple user views requiring fewer key-strokes **gives agents more selling time**.
- Start booking – encourages agents to utilize new tool because **there's 'something in it for them'** - smooth work-flow.
- Accurate and extensive customer data provides more effective marketing to existing customers for retention and **expansion of existing revenue**.

**Key Features:**

- No software or database required, **accessible through the Internet**;
- **Create, update, search and display** customer profiles;
- Profiles **automatically updated** from GDS interface;
- Traveler **preferences**;
- **Track** marketing campaigns
- Client trip and purchase **history**;
- Journal function to **notate** files;
- Tasks and **Calendar**;
- Link to **'Start Booking'** on a website, GDS or directly into the Matrix back-office;
- **Flexible reporting**;
- **French** language screens; and
- Administration section to set your **user preferences**.

***"We've used Global Matrix Marketing solutions for more than ten years — FrontLine moves us to a new level of client relationship management!"***