



Hi Sabre,

I'm writing to let you know how impressed I am with ClientBase Online. As you know, I am transitioning my travel business from being a niche specialist in one region to a full service agency. As a result, we are faced with reorganizing our marketing and day-to-day operations to essentially handle requests for travel anywhere in the world, both from existing and new clients. This is a daunting task, and ClientBase Online has already proven to be an exceptional tool in making this transition. I can now manage contact information, communications, itineraries, and invoicing from one system. This integration has been a revelation, given that we used everything from Excel to paper filing to manage that information before the transition. I'm already able to focus more on sales/service as so many administrative tasks can be automated within the system. *ClientBase Online is literally helping me grow my business.* The web-based interface is easy, and means I can work from anywhere. That's a huge benefit for any small business.

*The marketing tools are phenomenal.* We are getting started with Engagement Select, and it's going to transform how I get real time travel offers to my clients and prospects. The ability to segment my database by regional interest, preferred type of travel, and even demographics is great in and of itself, but then to be able to link that information to targeted offers is going to increase my efficiency. It really feels like I'm working smarter.

Lastly, but perhaps most importantly, *the service from the ClientBase team has been top notch.* Beginning with your attention to my needs as a new subscriber, through the hands on help uploading data from legacy systems and learning the functionality, and the ever present resources of your webinars and live Q & A's, you provide an unparalleled sense of support as we transition to our new technology. I know that answers to my questions and resolution of any issues are just a phone call or email away.

As my letter has likely shown, I recommend ClientBase Online highly for any travel professional, and especially for those seeking to grow their business efficiently or are embarking on a transition such as ours. It's a tool whose value has far exceeded my expectations.

**Rob Hill**

Taking Off Travel Consultants

*Two Time Winner of Tourism Australia's Opal Award*

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