



COMPLETE TRAVEL AGENCY & TOUR OPERATOR OPERATING SYSTEM

AI-Powered Travel CRM & Business Management Platform

"From Lead to Booking. From Payment to Profit."

SF Travel is an enterprise-grade, unified Travel CRM & Business Management Solution by **Sales FUNDA®**—specifically designed for travel agencies, outbound tour operators, holiday package companies, corporate travel desks, and destination management companies (DMCs). It consolidates leads, omnichannel follow-ups, dynamic multi-item quotations, day-wise itineraries, confirmed booking files, automated GST invoices, client collections, supplier payables, and accurate profitability into one intelligent, collaborative cloud platform.

360°

Complete Journey

Lead to booking, quotation builder, day-wise itineraries, vouchers & payables on one record.

100%

True Profitability

Real-time Gross Profit (Selling Price – Cost), installment tracking, supplier ledger & GSTR-1/3B.

Astra AI™

Cognitive Assistant

Automated lead summaries, contextual WhatsApp/Email pitches, and conversational business MIS.

0%

Lead Leakage

Proactive automated follow-up queues, SLA tracking, and instant multi-channel customer reach.

INTEGRATED ENTERPRISE MODULES

Leads CRM
Zero Leakage

Quotations
5-Min Builder

Itineraries
Day-Wise Plans

Bookings
Full Dossier

Cash & Payables
Milestone Ledgers

GST & MIS
13 Core Reports

Sales FUNDA® Enterprise Travel Cloud

Engineered for Tour Operators, DMCs & Travel Consultancies • Multi-Branch Ready

OFFICIAL DIGITAL CATALOG



1. PROBLEM & SOLUTION ANALYSIS

Why SF Travel? The Power of Sales FUNDA®

Traditional travel agencies struggle with disconnected tools that cause missed follow-ups, delayed quotes, and financial confusion.

✗ The Fragmented Reality (Before SF Travel)

Information scattered across disconnected apps:

- WhatsApp Chats
- Excel Sheets
- Email Threads
- Phone Calls
- Manual Word Quotes
- Supplier Sheets
- Separate Accounts

Critical Business Leakages:

- ✓ Missed follow-ups: Leads go cold or get grabbed by faster competitors.
- ✓ Delayed quotations: Manual calculation takes hours instead of minutes.
- ✓ Duplicate records: No unified customer history when clients call back.
- ✓ Payment tracking chaos: Uncollected dues and unrecovered balances.
- ✓ Supplier payment confusion: Missed cutoffs and surprise liabilities.
- ✓ Zero profit clarity: Inability to calculate actual net profit per trip.

✓ The Connected Solution (With Sales FUNDA®)

Everything in one centralized travel operating system:

- One Central Platform
- Single Customer Record
- Astra AI™ Automated
- Full Profit Visibility

Transformational Outcomes:

- ✓ Zero Lead Leakage: Automated follow-up queues and timely reminders.
- ✓ 5-Minute Quotations: Standardized pricing, hotels, and activities.
- ✓ Customer 360°: Complete lifetime history, enquiries, and vouchers.
- ✓ Precise Cash Flow: Auto-tracked installments and supplier liabilities.
- ✓ Accurate Gross Profit: Selling Price minus Cost per booking.
- ✓ Astra AI™ Copilot: Automated lead summaries and pitch generation.

2. END-TO-END WORKFLOW ARCHITECTURE

Complete Travel Business Flow



Centralized Customer 360° Intelligence

- Profile & Enquiries**
Contact details, corporate/retail classification, preferences, and lead records.
- Follow-ups & Notes**
Call reminder logs, WhatsApp interaction timeline, and assigned salesperson.
- Quotes & Revisions**
All quotation versions sent, pricing revisions, and accepted holiday proposals.
- Confirmed Bookings**
Active, completed, or cancelled trips, pax details, vouchers, and tickets.
- Billing & Outstanding**
GST invoices, receipt vouchers, pending installment dues, and payment timeline.
- Travel History & LTV**
Cumulative spend, favourite destinations, repeat frequency, and lifetime value.

Operational Transformation Benchmarks:

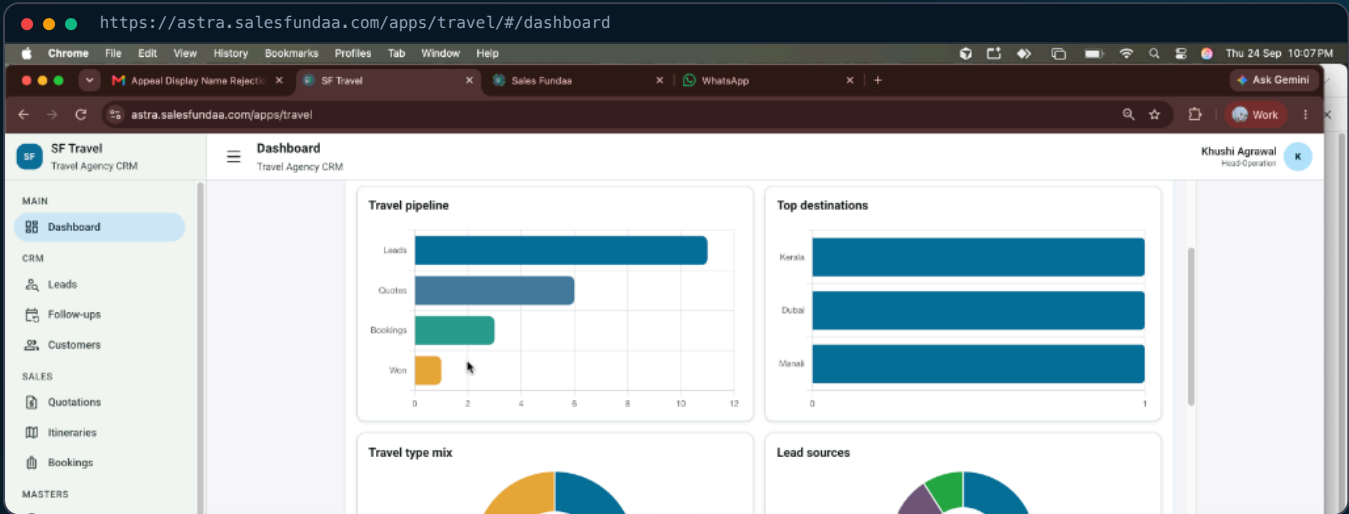
- ⚡ 3.5x Faster Quote Turnaround
- 📞 0% Lost Enquiries
- 📄 100% Tax Compliant
- 💰 360° Real-Time Cash Clarity



3. EXECUTIVE COMMAND & CONTROL

Powerful Real-Time Dashboard

Get an instantaneous, 360-degree pulse of your entire travel agency operations from a single interactive cockpit.



Real-Time Business KPIs (13 Core Metrics)

Continuous live tracking of volume, conversion rates, cash flow, and profitability:

Total Leads: Enquiries recorded	Follow-ups: Active queue
Quotations: Sent to clients	Bookings: Confirmed trips
Won Leads: Converted ratio	Conversion Rate: Team win %
Total Sales: Gross booking value	Collections: Received funds
Outstanding: Customer dues	Supplier Payables: Liabilities
Cost: Total vendor expenses	Net Profit: Gross contribution

Smart Filters: Today • This Month • Custom Date Range • All Time • By Employee / Salesperson.



Interactive Visual Analytics

- ✓ **Travel Pipeline Funnel:** Visual drop-off from Leads → Quotes → Bookings → Won.
- ✓ **Sales & Collection Dynamics:** Monthly bar charts comparing revenue vs realization.
- ✓ **Top Destinations Bar:** Volume ranking (Kerala, Dubai, Manali, Kashmir, Europe).
- ✓ **Travel Type Mix Donut:** Distribution of Domestic, International, and Custom tours.
- ✓ **Lead Sources Donut:** ROI attribution across Google, Website, Justdial, Walk-in, Meta.
- ✓ **Booking Status Split:** Pending confirmation vs Confirmed vs In-Progress.

Management Priority Action Lists

Instant alerts on Today's Follow-ups, Overdue Follow-ups, Pending Customer Payments, Upcoming Departures, and Pending Quotations.

Real-Time Decision Support & Instant Controls

High-Value Enquiry Radar: Live notifications on packages above ₹2,00,000 for senior consultant priority.

Supplier Cutoff Alerts: Warning triggers on hotel cancellation dead-lines to avoid release penalties.

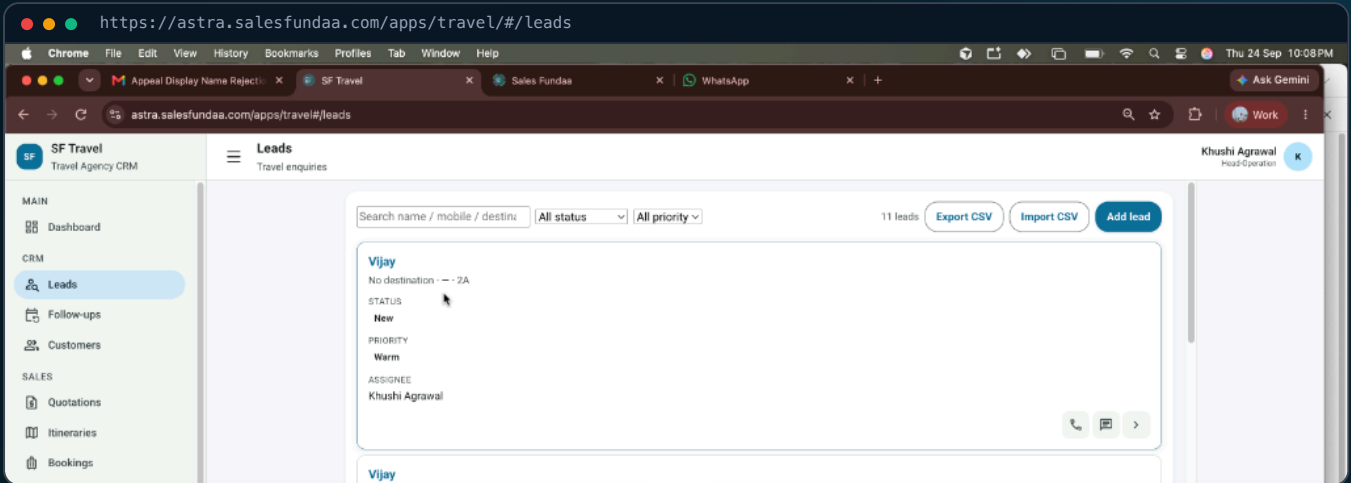
Target Pacing Meter: Compares daily confirmed bookings against monthly revenue targets automatically.



4. ENQUIRY CAPTURE & PIPELINE

Lead Management (Zero Lead Leakage)

Systematically capture, assign, nurture, and convert travel enquiries across domestic and international segments.



Comprehensive Lead Dossier

- Customer Name
- Email Address
- Travel Dates
- Package (Luxury/Std)
- Campaign Tracking
- Priority (Hot/Warm/Cold)
- Mobile Number
- Travel Destination
- Number of Pax
- Travel Type (FIT/GIT)
- Lead Source (Web/Ads)
- Assigned Salesperson
- Remarks & Notes

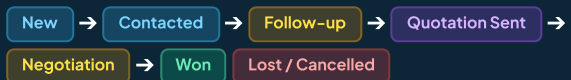
Automatic Customer Linking:

Identifies or creates customer profiles via phone number, preventing duplicate records.



Pipeline Stages & Omni-Actions

Dynamic Stage Progression:



- ✓ **1-Click Actions:** Click-to-Call, WhatsApp trigger, and Email composer right from the lead card.
- ✓ **Smart Routing:** Route leads based on salesperson bandwidth, destination specialization, or round-robin.
- ✓ **Bulk Data:** Instant CSV Import with field mapping and complete CSV Export.

5. SYSTEMATIC CADENCE



Follow-up Management (Never Miss a Prospect)

Smart Follow-up Queues

Prioritized buckets: Today's follow-ups, Overdue follow-ups, Upcoming queue, and Employee-wise distribution.

Quick Action Execution

Mark completed with remarks, reschedule with 1 click, or trigger pre-formatted WhatsApp / Email updates.

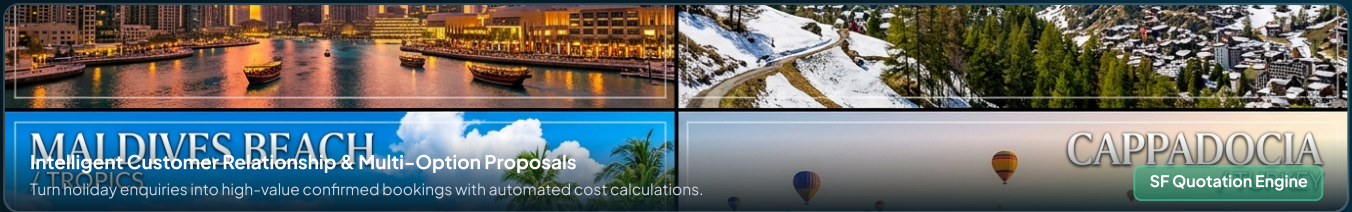
Immutable Audit Timeline

Every interaction, rescheduling reason, call log, and timestamp is permanently recorded on the lead timeline.



Lead Security & SLA Control: Masked customer phone numbers prevent lead theft • Automatic 15-minute response SLA escalation to managers

Anti-Theft Shield Active



6. LIFETIME CLIENT INTELLIGENCE

Customer 360° Management

Transform one-time holidaymakers into lifelong repeat clients with an enterprise customer relationship repository.



Centralized Client Dossier & KPIs

Every customer profile continuously aggregates full transaction records:

Total Leads

All Enquiries

Bookings

Confirmed Trips

Total Sales

Cumulative Value

Collected

Realized Cash

Outstanding

Pending Balance

Invoices

Tax Documents

Repeat Travel History: Access family details, preferred meal types, passport numbers, and past destination choices instantly.



1-Click Customer Action Hub

Sales consultants can initiate any transaction without navigating away:

Direct Call

WhatsApp Chat

Send Email

Create New Lead

New Quotation

Issue New Invoice

Record Payment

View Audit Log

7. SPEED & ACCURACY ENGINE

Quotation Management & Smart Versioning

Generate professional, branded travel proposals in minutes with automated cost calculations, tax logic, and multi-version tracking.



Dynamic Multi-Item Quotation Builder

Hotels & Resorts

Activities & Tours

Airport Transfers

Sightseeing

Transportation

Custom Services

Automated Financial Calculation Formula:

$$\text{Net Cost} + \text{Agency Markup} = \text{Selling Price} - \text{Discount} + \text{Taxes (GST)} \\ = \text{Total Price} \rightarrow \text{Expected Gross Profit}$$

Sales agents instantly see the expected gross profit before submitting quotes to customers, guarding company margins.



Intelligent Quotation Versioning (v1, v2, v3)

- ✓ **Change Any Variable:** Alter hotel category, dates, pax count, inclusions, or price without overwriting initial history.
- ✓ **Maintain Full Audit Trail:** Compare original quote vs revised versions to evaluate customer negotiation patterns.
- ✓ **One-Click Convert to Booking:** When customer accepts, instantly convert the quotation into an active Booking file.
- ✓ **Multi-Format Output:** Instant PDF preview, branded print layout, WhatsApp 1-click sharing link, and CSV export.



Live Quotation Breakdown: 4N/5D Dubai Tour (#QT-2026-0842)

Version 2 (Accepted)

Client: Vikram Malhotra (4 Pax)

Net Vendor Cost
₹72,500

Agency Markup
+ ₹18,500

Discount Given
- ₹2,000

GST (5% Tour)
+ ₹4,450

Final Quoted Total
₹93,450



Multi-Option Tiered Quotation Capability

Present multiple budget categories in a single elegant proposal

Option A: 4-Star Premium Deluxe

Includes: 4★ City Hotel, Private Sedan Transfers, Desert Safari 4x4, Dhow Cruise Dinner, Burj Khalifa 124th Floor Entry.

Option B: 5-Star Luxury Beach Resort

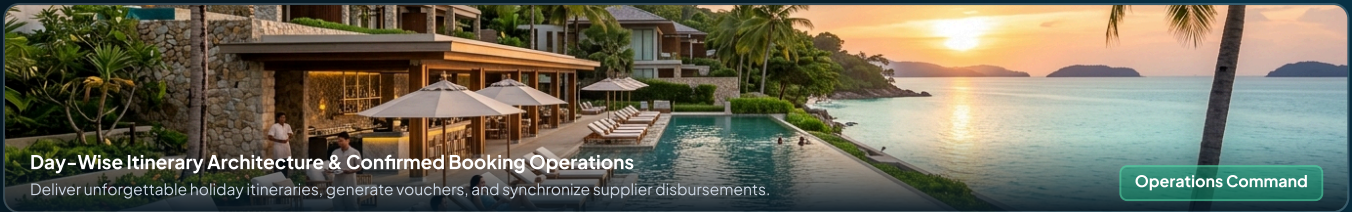
Includes: 5★ Palm Jumeirah Resort, Luxury SUV Transfers, VIP Desert Safari with Quad Biking, Yacht Cruise & Private Guide.



Instant Proposal Delivery:

WhatsApp PDF with 1-Click Trackable Link • Interactive Web Client Proposal with 'Accept' CTA • Watermarked PDF Printout • Automated 24h Expiry Nudge

Omnichannel
Dispatch



Day-Wise Itinerary Architecture & Confirmed Booking Operations

Deliver unforgettable holiday itineraries, generate vouchers, and synchronize supplier disbursements.

Operations Command

8. DAY-WISE TRAVEL ARCHITECT

Itinerary Management

Create structured, day-by-day travel schedules that inspire client confidence and set clear expectations for ground operations.



Structured Day-Wise Plan Builder

Day 1: Arrival & Transfer

Day 2: City Tour

Day 3: Excursion

Granular Item Building Blocks:

- ✈ Flight Arrival / Departure
- 🚗 Transfers & Transit Legs
- 🎯 Adventures & Activities
- 🌴 Leisure & Free Time
- 🏨 Hotel Check-in / Out
- 🗺 Guided Sightseeing & Entry
- 🍽 Meal Inclusions (CP/MAP)
- ★ Special Custom Requests



Operational Itinerary Features

- ✓ **Dynamic Reordering:** Drag and reorder days or specific activities when travel plans or flight timings change.
- ✓ **Destination & Customer Linking:** Automatically link itineraries to destination masters and customer dossiers.
- ✓ **Reusable Itinerary Templates:** Save standard destination circuits (e.g. 5N/6D Kerala or 4N/5D Dubai) and apply in seconds.
- ✓ **Customer-Facing Layout:** Generate stunning, readable day-wise PDF vouchers with timings, instructions, and supplier contacts.

9. OPERATIONS HUB

Booking Management Hub

The central nervous system for confirmed travel files—bridging client payments, vendor payables, vouchers, and profitability.



Booking Creation & Complete File

Quotation → 1-Click Convert

Direct Manual Booking

Comprehensive Booking Dossier:

- Customer & Lead Reference
- Adult / Child Pax Breakdown
- Total Cost of Services (Net)
- Customer Amount Paid
- Confirmed Destination & Dates
- Total Sale Value (Gross)
- Calculated Expected Profit
- Customer Amount Pending



All-in-One Booking Command Hub

Customer Payments: Milestone schedules, received receipts, and balance due dates.

Supplier Payments: Hotel vouchers, transporter dues, and DMC settlements.

GST Invoices: Linked tax invoices with B2B/B2C compliance numbers.

Related Documents: Passport copies, flight tickets, visa grants, and insurance policies.



Automated Travel Vouchers & Service Slips Dispatch

Hotel Voucher

Transport Slip

DMC Pass

Day 1: Arrival & Dhow

Airport pickup in private sedan • Hotel check-in • Evening Marina cruise with dinner.

Day 2: City & Burj

Half-day panoramic city tour • Dubai Mall & Burj Khalifa 124th floor observatory.

Day 3: Desert Safari

4x4 Dune bashing • Camel ride & Sandboarding • Tanoura dance show & BBQ feast.

Day 4: Departure

Leisure shopping at Souk Madinat • Checkout & private transfer to airport.



Post-Booking Operational Checklist: Visa verified • Insurance issued • Flights ticketed • Hotel vouchers confirmed • DMC advance disbursed

100% Departure Ready



Curate Premier Hotel & Activity Inventories

Contracted supplier tariffs, room categories, and verified local excursion handlers.

Global Inventory Masters

10 – 14. OPERATIONAL MASTERS

Master Data & Vendor Network

Maintain standardized catalogs of destinations, packages, hotels, activities, and suppliers for instantaneous quotation building.



10. Destination Management

- ✓ **Master Fields:** Country, State, City, Destination Status (Active/Inactive).
- ✓ **Integrated Linkages:** Linked Packages, Hotels, Sightseeing, and Local Activities.
- ✓ **Analytics Advantage:** Powers destination sales reports and margin rankings.



11. Package Management

- ✓ **Package Information:** Name, Category, Destination, Duration (Nights/Days).
- ✓ **Pricing Engine:** Base Cost, Recommended Selling Price, and Tiered Margins.
- ✓ **Service Inclusions:** Detailed hotel stays, meals, transfers, and sightseeing bullets.



12. Hotel Inventory Master

- ✓ **Hotel Master:** Hotel Name, Destination, Hotel Type, Star Rating (3★, 4★, 5★).
- ✓ **Supplier Linkage:** Tag contracted vendor/DMC and seasonal tariffs.
- ✓ **Quotation Integration:** Pull verified room rates directly into quotations.



13. Activity & Sightseeing Master

- ✓ **Activity Catalog:** City Tours, Water Sports, Desert Safaris, Theme Parks, Local Walks.
- ✓ **Pricing Matrix:** Net vendor cost, retail selling rate, and markup percentage.
- ✓ **Supplier Assignment:** Link activities directly to local ground handlers.

14. SUPPLY CHAIN CONTROL



Supplier 360° & Vendor Relationship Management

Tax & Bank Dossier

Store GSTIN, PAN, bank account details, IFSC, payment terms, and credit days.

Payables & Ledger

Track real-time outstanding balances, paid disbursements, and upcoming liabilities.

Linked Services

Instant access to all hotels, activities, and passenger bookings tied to the vendor.

♥ **Automated DMC Dispatch:** 1-click email/WhatsApp dispatch of passenger rooming lists, dietary preferences, and flight PNRs to local partners.

Verified DMC Network

Master Data to Confirmed Booking Automation Cycle

Centralized Repository → Instant Proposal Engine → Automated Supplier Operations

1. Master Ingestion

Hotels, DMCs, activities & seasonal FIT/GIT net tariffs stored centrally.

2. Auto-Rate Pull

Quotation builder auto-fetches room categories, meal plans & markups.

3. 1-Click Booking

Client acceptance instantly locks rates, issues vouchers & updates balances.

4. Supplier Payables

Maps supplier due dates, advance releases & cancellation cutoff dates.

Standardized Master Catalog Structure & Data Integrity

Eliminates manual re-typing and maintains enterprise pricing consistency across branches



Destination Records

Country, state, city, airport codes, currency, timezone, and seasonal travel advisories.



Hotel & Room Tariffs

Star classification, room categories, EP/CP/MAP/AP meal plans, and peak surcharge windows.



Excursion & Transfers

Sightseeing circuits, private/SIC transfers, operating timings, entry tickets & inclusions.



DMC & Supplier Ledgers

Contract terms, GSTIN/PAN, verified bank accounts, credit limits, and booking logs.



Fiscal Segregation, Automated GST & 100% Real Profit Tracking

Separate client cash advances from supplier payables while monitoring true booking-level margins.

Fiscal Command

15 – 18. FINANCIAL DISCIPLINE

Collections, Payables, GST & Real Profit

Maintain absolute fiscal control by segregating customer cash receipts from supplier liabilities while computing true booking margins.



15. Customer Payment Management

Never let an installment slip through the cracks:

- ✓ **Booking-Linked Payments:** Receipts automatically map to specific booking reference numbers.
- ✓ **Installment Tracking:** Set milestone payment dates (Advance, Visa submission, Pre-departure balance).
- ✓ **Payment Status Lifecycle:** Pending → Partially Paid → Fully Paid
- ✓ **Modes & Receipts:** Record UPI, NEFT, RTGS, Card, or Cash with transaction IDs and generate instant digital receipts.



16. Supplier Payables & Liability

Keep supplier liabilities completely separate from client cash:

- ✓ **Vendor Payables Tracking:** Know exactly how much is owed to which hotel, transporter, or DMC.
- ✓ **Due Date Reminders:** Track supplier cutoff dates to avoid hotel room release or cancellation penalties.
- ✓ **Audit Logging:** Record amount paid, pending balance, payment date, reference numbers, and remarks.
- ✓ **Future Cash Forecasting:** Forecast upcoming liability outflows before confirming new supplier commitments.



17. GST Compliant Invoicing

Generate compliant tax invoices directly from confirmed bookings:

- ✓ **Seamless Generation:** Booking → Invoice → Payment linking.
- ✓ **B2B & B2C Invoicing:** Auto-capture client GSTIN, corporate billing name, and state code for tax split.
- ✓ **Automated Tax Rules:** Handles IGST (inter-state) and CGST+SGST (intra-state) calculations automatically.
- ✓ **Export & Print:** Generate professional GST tax invoice PDFs with company stamp, bank details, and terms.



18. Booking-Level Profitability

Eliminate year-end surprises by monitoring exact profit margins per booking:

$$\text{Selling Price} - \text{Cost of Services} = \text{Gross Profit}$$

- Profit by Individual Booking
- Profit by Destination / Sector
- Profit by Salesperson / Team
- Profit by Date Range / Month

Audited Booking Margin Breakdown (Example: Swiss Alps 6D Tour)

Booking Ref: #BK-2026-1049

Customer Sale
₹3,40,000

Flights (Net)
₹1,15,000

Hotels (Net)
₹1,20,000

Ground DMC (Net)
₹42,000

Gross Profit
₹63,000

Net Margin %
18.5%

Why Financial Segregation Matters to Travel Owners:

Never confuse customer advances with agency earnings. Sales FUNDA® protects your working capital and shields you from cash flow shocks.

100% Margin
Clarity

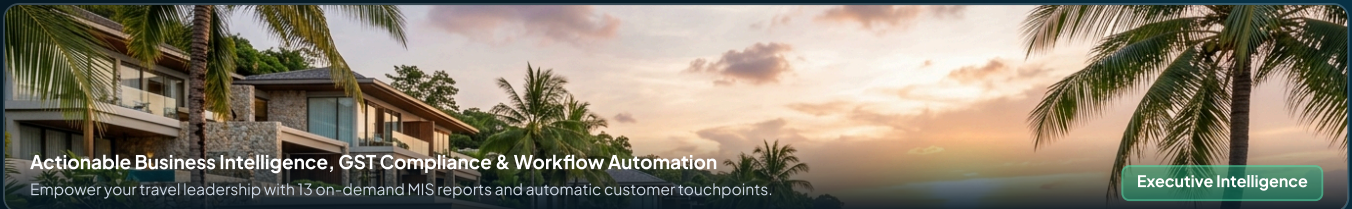
Zero Cash
Leaks



Multi-Currency & Digital Collections:

Razorpay, Stripe & UPI QR auto-reconciliation • Multi-currency billing (INR, USD, EUR, AED) with real-time Forex margin logging • Automatic supplier cutoff alarms

Zero
Reconciliation
Error



Actionable Business Intelligence, GST Compliance & Workflow Automation

Empower your travel leadership with 13 on-demand MIS reports and automatic customer touchpoints.

Executive Intelligence

19 - 22. BUSINESS INTELLIGENCE & AUTOMATION

MIS, GST Compliance & Automation

Transform raw travel data into decisive management action, automate repetitive administrative tasks, and streamline client communications.



19. Executive Reporting & MIS (13 Reports)

Comprehensive operational reports ready on demand:

- | | |
|-------------------------|--------------------------|
| 1. Lead Analysis Report | 2. Follow-up Performance |
| 3. Quotation Pipeline | 4. Confirmed Bookings |
| 5. Customer Database | 6. Customer Payments |
| 7. Tax Invoice Register | 8. Gross Sales Report |
| 9. Cash Collections | 10. Customer Outstanding |
| 11. Supplier Payables | 12. Net Profitability |
| 13. Salesperson Yield | • Custom Multi-Filters |



20. GST Returns Ready Reporting

Simplify tax filing for your accounting teams:

- | | |
|------------------------------------|--|
| ✓ GSTR-1 Structured Export: | Clean exports of B2B invoices with customer GSTIN, B2C transactions, and state-wise CSV downloads. |
| ✓ GSTR-3B Taxable Summary: | Instant period-wise totals of taxable turnover, IGST, CGST, and SGST liabilities. |
| ✓ Fast Accountant Handoff: | Eliminates manual invoice tallying at the end of each month. |

Note: GST reports serve as operational data exports for tax filing reviews.



21. Communication Management

Maintain all prospect and client dialogues linked directly to CRM records:

- ✓ **WhatsApp Integration:** 1-click WhatsApp web trigger, pre-approved message templates, quotation sharing links, and automated balance reminders.
- ✓ **Integrated Email Suite:** Pre-built HTML email templates, draft composers, direct quotation delivery, and payment receipts.
- ✓ **Unified Communication Log:** View all sent messages and customer interactions on a single historical activity feed.



22. Workflow Automation

Cut repetitive manual tasks and eliminate human forgetfulness:

- ✓ **Automated Follow-up Alerts:** Proactive notifications for upcoming or overdue follow-up calls.
- ✓ **Payment Due Reminders:** Triggers notifications as installment milestone dates approach.
- ✓ **Lifecycle Automation:** Quotation Sent → Auto Follow-up Alert → Client Feedback → Negotiation → 1-Click Booking.
- ✓ **Webhook Events:** Connect with website enquiry forms, Justdial, Facebook Leads, or third-party tools.

Automated Event Triggers Across Customer Journey

1. New Lead Ingestion

Instant auto-welcome WhatsApp sent + lead auto-assigned to destination consultant (< 30s).

2. Quotation Follow-up

If client does not respond within 24 hours, agent receives notification with auto-drafted nudge.

3. Installment Due Date

Automated WhatsApp reminder with instant payment link triggered 3 days before cutoff.

4. Departure & Return

Automated 'Bon Voyage' kit 24h before travel + review feedback survey 24h after return.



Automated Executive Oversight:

Daily 9:00 PM automated MIS email to Directors • Unallocated cash alerts • Consultant commission statements • GSTR-1 & 3B CSV exports for zero-hassle filing

Audit-Proof Records



23. COGNITIVE INTELLIGENCE

Astra AI™ Integration: The Intelligent Travel Layer

Astra AI™ is the artificial intelligence layer over Sales FUNDA® to empower agents with smart drafting and give owners conversational business answers.

AI Lead Assistance

- ✓ Automatic lead enquiry summarization.
- ✓ Smart intent & priority qualification (Hot/Warm/Cold).
- ✓ Predictive follow-up timing suggestions.
- ✓ Recommended next-best actions for consultants.

AI Sales Copilot

- ✓ Instant draft follow-up messages based on context.
- ✓ Personalized WhatsApp pitches & polite reminders.
- ✓ Concise summarization of long client chats.
- ✓ Assists sales teams with rapid objection handling.

Conversational MIS

Owners can ask plain English or Hindi questions:

"Which destination generated highest sales this month?"

"How much customer payment is pending right now?"

"Which bookings have supplier payments due this week?"

24. Role-Based Access Control

Admin: Complete system & financial access.

Sales Manager: Team leads & conversion reports.

Sales Executive: Assigned leads & quotations.

Accounts Team: Invoicing, receipts, payables & GST.

25. Data Import & Export

Bulk CSV Import:

Import hundreds of customer contacts and active leads from Excel/CSV with intelligent field mapping.

Controlled Export:

Export Leads, Quotations, Payments, GSTR-1, and MIS data to Excel/CSV—protected by strict user permissions.

26. 100% Mobile Workflow

- ✓ **Responsive UI:** Flawless rendering on desktops, tablets, and smartphones.
- ✓ **On-the-Road Access:** Sales agents can update follow-ups, initiate client calls, or share quotes while visiting clients or during transit.
- ✓ **Executive Travel Access:** Owners can inspect daily collections and booking profits from anywhere worldwide.

Astra AI™ Interactive Dialog Simulation (Owner View)

Live AI Assistant

Agency Owner: "Astra, what are our high-margin departures scheduled for next week?"

Astra AI™: "You have 8 departures next week (4 Maldives, 3 Switzerland, 1 Japan). Total sales: ₹21.4 Lakhs, expected gross margin: ₹4.8 Lakhs (22.4%). All hotel vouchers are issued. Notice: 1 client payment of ₹85,000 is due today for Mr. Khanna."

Cloud Infrastructure & Security:

ISO-standard hosting • 256-bit SSL encryption • Daily cloud backups • 99.9% uptime guaranteed

Enterprise Grade

Astra AI™ Neural Engine:

Predictive enquiry lead scoring • Natural language itinerary adjustment • WhatsApp customer sentiment analysis • Instant conversational P&L briefings

Astra AI™
2.0



27. ENTERPRISE ROI

Key Benefits for Every Stakeholder

👤 Business Owners

- ✓ Real-time revenue visibility
- ✓ Accurate gross profit tracking
- ✓ Outstanding dues control
- ✓ Staff productivity audit

👥 Sales Teams

- ✓ Centralized enquiries
- ✓ Automated follow-up cues
- ✓ 5-minute quote builder
- ✓ Faster deal conversion

👔 Accounts Team

- ✓ Customer installment logs
- ✓ Supplier liability alerts
- ✓ Automated GST invoices
- ✓ GSTR-1 & 3B data export

📊 Management

- ✓ Executive MIS reports
- ✓ Destination yield analysis
- ✓ Conversion funnel insights
- ✓ Data-driven expansion

28. FEATURE COMPARISON

What Makes SF Travel Different?

Requirement / Capability	SF Travel	Generic Tools
Lead Management	✓	Partial
Customer Management	✓	Partial
Follow-up Management	✓	Manual
Quotation Management	✓	Word/Excel
Itinerary Management	✓	Word Files
Booking Management	✓	Manual Sheets
Hotel Master	✓	✗
Activity Master	✓	✗
Package Master	✓	✗
Supplier Management	✓	✗
Customer Payments	✓	Manual
Supplier Payments	✓	✗
Invoice (GST B2B/B2C)	✓	Separate SW
Profit Tracking (Gross Margin)	✓	✗
MIS Reports (13 Core Reports)	✓	Basic
GST Reports (GSTR-1 & 3B)	✓	✗
WhatsApp Integration	✓	Manual
Email Communication	✓	External App
Access Rights (RBAC)	✓	Limited
CSV Import/Export	✓	Basic
Astra AI™ Integration	✓	✗



29. BUILT FOR TRAVEL

Ideal For Travel Businesses:

1. Travel Agencies

Retail ticketing & holidays

2. Tour Operators

Domestic & international tours

3. Holiday Package Co.

Custom vacation circuits

4. Travel Consultants

Independent holiday advisors

5. Destination Mgt (DMC)

Ground handling & B2B vendors

6. Corporate Travel Co.

Business bookings & GST

7. Domestic Tour Operators

State circuits & local tours

8. International Operators

Global outbound departures

9. Group Tour Operators

Fixed departure GIT batches

10. Custom Holiday Planners

Bespoke luxury itineraries

11. Honeymoon Specialists

Curated couple tours

12. Adventure Travel Co.

Trekking, safaris & water sports



SF TRAVEL CRM

Powered by Astra AI™ | By Sales FUNDA® (Dial N Search Pvt. Ltd.)

Ready to Modernize & Scale Your Travel Business?

Join hundreds of forward-thinking travel agencies, DMCs, and tour operators across India who have eliminated chaotic spreadsheets and missed follow-ups to build a high-margin travel business with Sales FUNDA®.

01. Schedule Demo

Experience a personalized live walkthrough tailored to your agency's holiday packages and ticketing workflows.

02. Rapid Onboarding

Bulk import customer contacts, load hotel/activity masters, and set role-based staff permissions in under 48 hours.

03. Scale With Astra AI™

Watch your sales team quote 10x faster, nurture every follow-up, and protect booking profit margins.

72-Hour Fast-Track Go-Live Blueprint:

Day 1: Setup & Cloud Config

Company profile setup, branch creation, user role permissions & initial WhatsApp API linking.

Day 2: Data & Master Ingestion

Import existing customer Excel database, contracted hotel tariffs, and reusable holiday circuits.

Day 3: Staff Training & Go-Live

Hands-on team walkthrough on quotation builder, booking creation & full production launch.

15+

Years ERP Leadership

500+

Travel Enterprises

1M+

Bookings Managed

99.9%

Cloud Uptime SLA

Bank-Grade Security

256-bit AES SSL encryption, isolated multi-tenant database & role-based staff privacy controls.

99.95% Cloud SLA

High-availability AWS cloud infrastructure with automatic hourly snapshots & zero downtime.

Seamless Migration

Effortless 1-click import for existing customer contacts, supplier records & Excel booking histories.

Dedicated Success Mgr

Dedicated implementation specialist, comprehensive staff training sessions & priority WhatsApp support.

"Sales FUNDA® SF Travel CRM revolutionized our entire operations. It eliminated 100% of our quotation turnaround delays, plugged ₹6.2 Lakhs in untracked supplier advance leaks, and empowered our 15 sales consultants to double their monthly booking closures."

— Managing Director, Premier Holiday & DMC Network (Mumbai & Dubai)

Verified Enterprise Case Study

CONNECT DIRECTLY WITH SALES FUNDA®

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