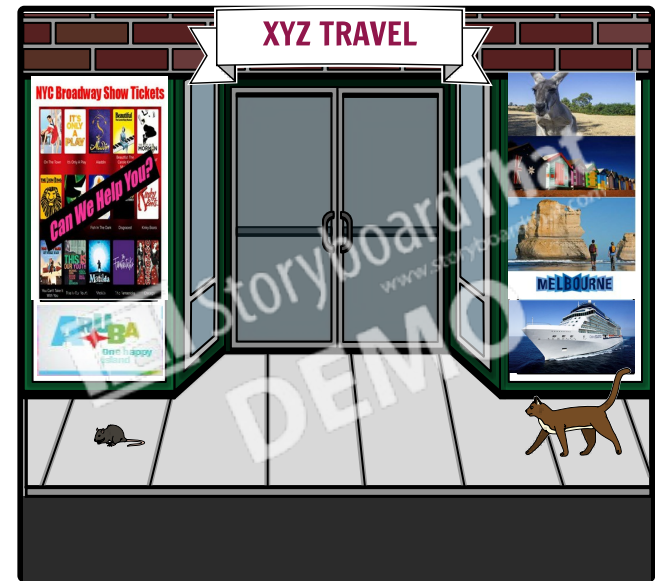


# The Power of Better Data at XYZ Travel



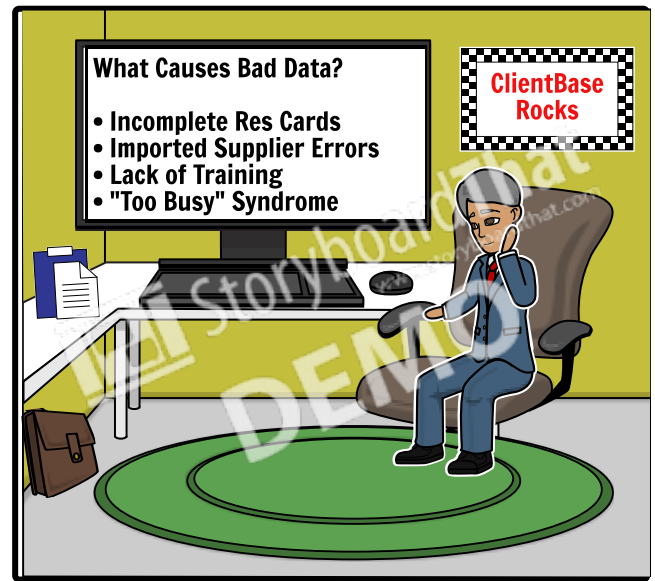
John owns XYZ Travel, a successful travel agency with a focus on luxury cruises and escorted tours. Twelve frontline agents plus 2 dozen IC's sync to the ClientBase service at the agency.

# Why Res Card Data Matters

<b>HIGH</b>	Accurate & Comprehensive Traveler Documents
	Agency Business Management
	Consortium Marketing Programs
	Feeds 3rd party Apps (AXUS, uMapped, etc.)
<b>VALUE</b>	
<b>ASSET</b>	ID Missed Revenue Opportunities

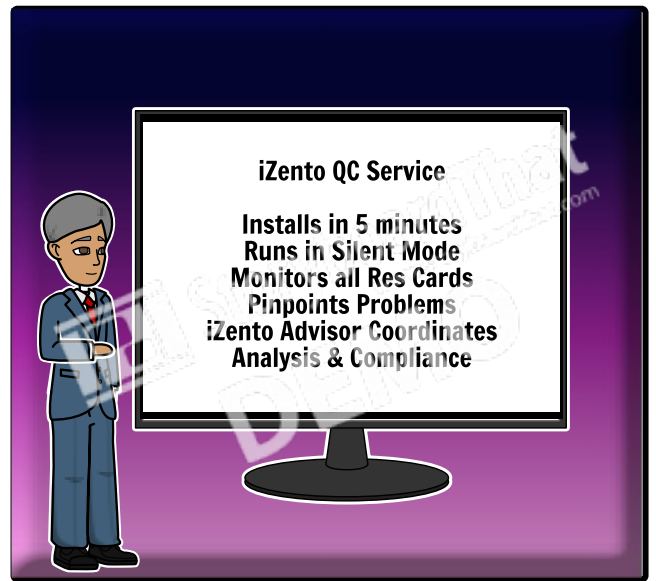
From Traveler docs to tracking the agency's business, data is of vital importance. XYZ's consortium needs accurate data. Any app that uses TRAMS CDQ data relies on it as well. Better data saves time and money.

# John Suspects Res Card Issues



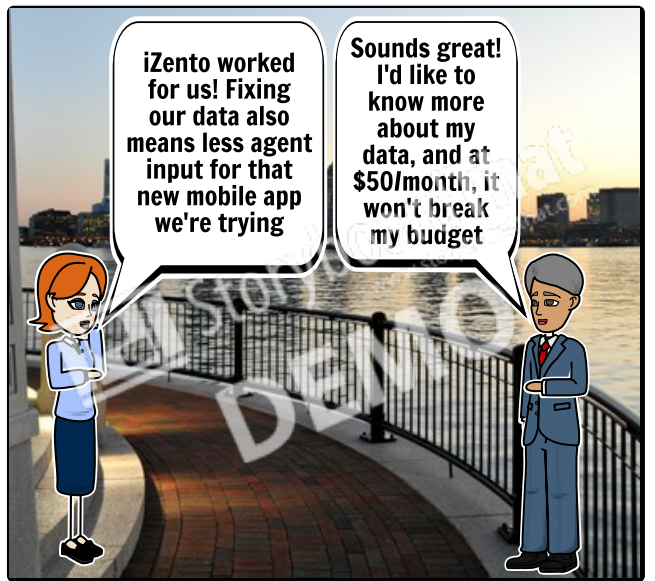
John says his agents do a good job completing the Res Cards, but he has problems exporting agency reports to his consortium. There are also issues with imported bookings. John is unsure what the problem is or how to fix it.

# John Considers iZento QC Service



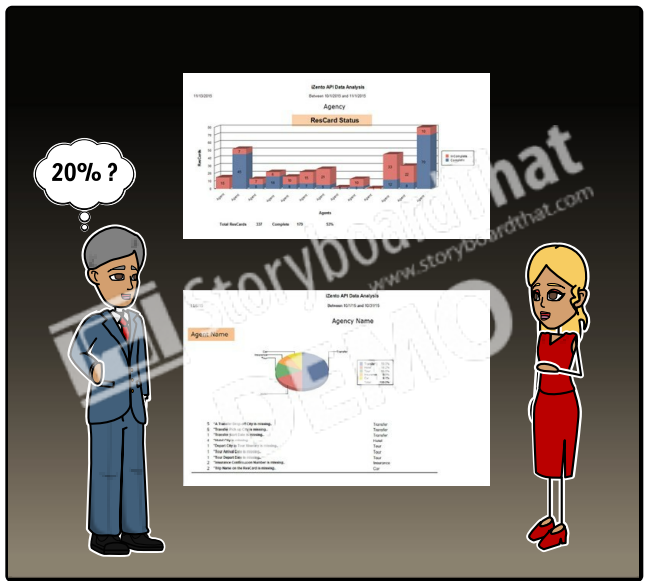
John hears about iZento's QC Service that promises to help him improve his Res Card data. John thinks this is interesting, but worries it may take too much of his time or bother his agents.

# Recommendation -> Installation



Another owner who uses iZento successfully recommends it. John signs up and the iZento system starts collecting data. Silent Mode works quietly in the background - no impact to agency business.

# The results are in!



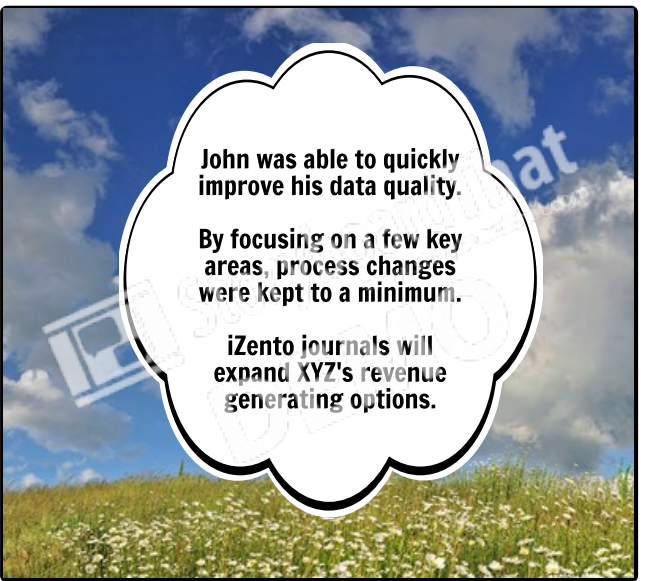
After 2 weeks of data collection, iZento Account Mgr Agnes presents XYZ baseline reports. John is shocked his agency achieved only 20% compliance. The reports show exactly where improvement is needed. Process review and agent training are planned.

# Better Res Cards On the Way



Account Mgr. Agnes works with XYZ Agency Managers and Agents to improve their Res Card compliance. A key motivator is the iZento Journals they'll receive when XYZ upgrades to the full ClientBase API Service.

# Pristine Data is Just the Beginning



In future, John can use iZento journals to promote his travel services via journal ads, tour recommendations, special branding for his ICs and better documents for his clients.