



Ngong Ping Skyrail

Hong Kong Government aims to develop Ngong Ping as a major travel destination. Ngong Ping travel between Tung Chung town centre and Ngong Ping, on Lantau Island. The MTR Corporation and Skyrail-ITM (Hong Kong) Limited developed a joint venture tender for this project, with MTRC as the Owner and Skyrail-ITM as the Operator. Many contacts including travel agencies, suppliers, and customers, Skyrail need a smart way to organize. So that they need a sound and effective contact management system.

Contact management

Ngong Ping Skyrail is not only the vehicle to transport people between Tung Chung and Ngong Ping, but also a traveling tool to bring happy experience to travelers. As a result, maintaining a good contact list to communicate with customers is important for running Skyrail. Early half year before Skyrail open to the public, they started using Maximizer product. Since Skyrail serve as a traveling cable car which under the monitor of the traveling board, they do not have much sales, marketing, customer service activities. Other than Maximizer Enterprise v9.5, they choose the simpler version – **Maximizer 9** that can manage the contact of Skyrail very well.

The best way to organize their contacts in different categories

Ngong Ping Skyrail keeps the contact of their customers, partners, whole sellers and suppliers in Maximizer 9. They aim to put all the contact lists in a good order to make their work running more smoothly. They labeled their customers in different categories. This can avoid making any mistake in contact the target person. Ngong Ping Skyrail understands that a well-organized contact list can increase the efficiency of arranging the schedule. As a result more customers can enjoy the service provided by Ngong Ping Skyrail. When more and more people enjoy the trip in the skyrail, more positive word-of-mouth can be created. Ngong Ping and Tung Chung will become the famous travel destination finally.

Maximizer™ 9
Succeed by Managing More Contacts and Closing More Sales!