



Pepper Cloud

AI WhatsApp Sales CRM for

Travel and Tourism



www.peppercloud.com



About Pepper Cloud

- **Product:** AI-driven WhatsApp Sales CRM
- **Website:** <https://peppercloud.com/>
- **Status:** Pre approved solution under IMDA Go Digital Programme
- **Email:** sales@peppercloud.com
- **Phone:** +65 97510475



707-inc success story

How AI-Powered WhatsApp Sales CRM contributed?

- Auto-replies 24/7 with personal touch
- Smart routing to travel reps, particularly during peak seasons
- Auto-capture leads from Facebook & other platforms
- Omnichannel CRM with real-time insights

Impacts and Results

70%

Faster replies
Better inquiry-to-booking
conversion

30%

More leads
Improved tracking from all
channels

[Read complete case study at CTOaaS](#)



Joshua Kiong
Manager (Advisor)

Best CRM for smarter growth

We can effortlessly handle larger volumes of inquiries, personalise conversations, and drive business growth with Pepper Cloud CRM solution.



Key Features

Gen AI CRM

AssistAI chatbot:

- Auto-reply to booking requests, trip queries, etc. round-the-clock
- Set off-hours chatbot logic for global time zones
- Escalate urgent or complex travel requests to agents
- Train chatbot with travel brochures, FAQs, & itineraries

AI Communication assistance:

- Summarize long conversations into itinerary notes
- Auto-adjust tone and voice for booking and cancellation queries
- Enrich traveler profiles with trip details from chats



Hey! I haven't received my itinerary yet.

I apologise for the inconvenience. Please share your booking id.



Key Features

Gen AI CRM

AssistAI panel:

- Update traveler records in seconds with prompts
- Log trip booking calls & follow-up tasks easily
- Empower agents to access trip info & policies from knowledge base

AI insights:

- Summarize chats into trip briefs for faster action
- Auto-generate action point for quote requests, trip reservations, etc.
- Auto-extract traveler questions (e.g. refund policy, baggage limits)
- Tag leads by destination, trip type, or travel budget

Schedule a **call** with **Chloe** for **12th July** at **7:30 PM** to plan a **Singapore trip**.



✓ Event created successfully

Title

Singapore travel itinerary

zm

Created by



Olivia Smith

Date & Time

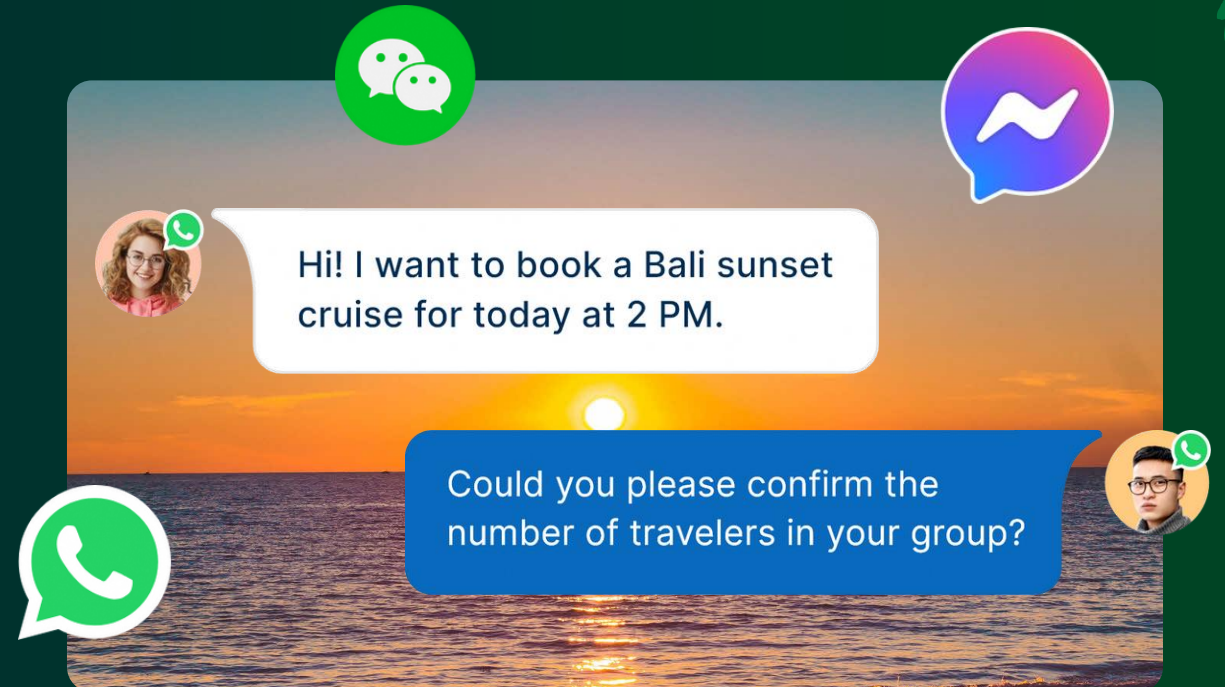
12/07/2025, 7:30 PM



- Multi-channel CRM integration: WhatsApp, Facebook Messenger, Instagram, Telegram, and WeChat
- Multiple accounts in single CRM inbox - No tab switching
- Message dashboard to track response time, resolution time, conversation volumes, and more
- Deploy **AI chatbot** and send AI-powered responses across all the channels.

Key Features

Messaging communication





- Get WhatsApp on your official landline number
- Use one WhatsApp number across your travel team
- Broadcast travel promos, deals, destination packages, & more
- Share tour itineraries, deals & brochures via WhatsApp Catalog
- Respond instantly to your customers with ready-to-use message templates and quick replies

Key Features

WhatsApp-integrated CRM

60%
Delivered

Explore the wild side of Phuket – adventure packages now available! ✈️

Key Features

WhatsApp-

integrated CRM

- Share travel packages, photos, videos, and more.
- Enable travelers to book the trip via chat with interactive messages
- Receive automated WhatsApp notifications about new leads, lead assignment, task reminder, etc.
- Build full booking journeys with WhatsApp Flows
- Send targeted messages, enable easy bookings, & offer VIP-level customer service with WhatsApp Groups.



👋 Hi! I saw your Maldives package promo. Can you share more details?



Would you like to book or get a custom quote?

Fill the form

Booking form



Number of travelers

4 Adults

Travel month

November

Get quote

Key Features

Sales CRM

- Manage FITs, Group Tours, and Corporate Travel separately with dedicated pipelines
- Customize pipelines: Inquiry → Quote → Trip Booked
- Track no. of bookings, response times, etc. with dashboards
- Automate trip reminders, sending itineraries, & more
- Forecast bookings with data-driven accuracy
- Auto-send birthday wishes or promo alerts
- Schedule calls, send itineraries & quote in one click
- Record & review sales calls for team training

Opportunity won 🎉



Jacob Davis – Dubai family trip

● Won

\$ 4,200.00

Account : Family travel

Tags : Warm Family package



CRM Integrations

- **Messaging Services:** WhatsApp, Facebook, Telegram, WeChat
- **Campaign Tools:** Mailchimp, MailerLite
- **Email Clients:** Gmail, Office 365, Outlook
- **Accounting Tools:** Xero, QuickBooks
- **Calendar:** Google, Office 365
- **Calling Tools:** Aircall, KrispCall, Zoom
- **Lead Capture:** TikTok, Facebook, Web form, WhatsApp
- **Website:** Web forms, chat widget



Our Clients



Success Stories



"What I love most about this CRM is the WhatsApp integration. We are a growing business, and most of our clients prefer to communicate via WhatsApp. With this system, we can respond to messages quickly, track conversations, and keep everything in one place. It has saved us so much time and helped us build better relationships with our clients because we can keep the communication fluid and organized."

- Ooi Hui Hong Irene, Director, Nam Ho Travel



"Pepper Cloud AI-powered CRM has greatly improved our customer communication, especially through WhatsApp & other platforms. Its automation & integrations have streamlined operations, boosting productivity & sales while letting us focus on creating great travel experiences. We're also impressed with Pepper Cloud support team. They support us relentlessly, & their solutions are always quick & efficient. Their dedication ensures that we can focus on our core business without disruption."

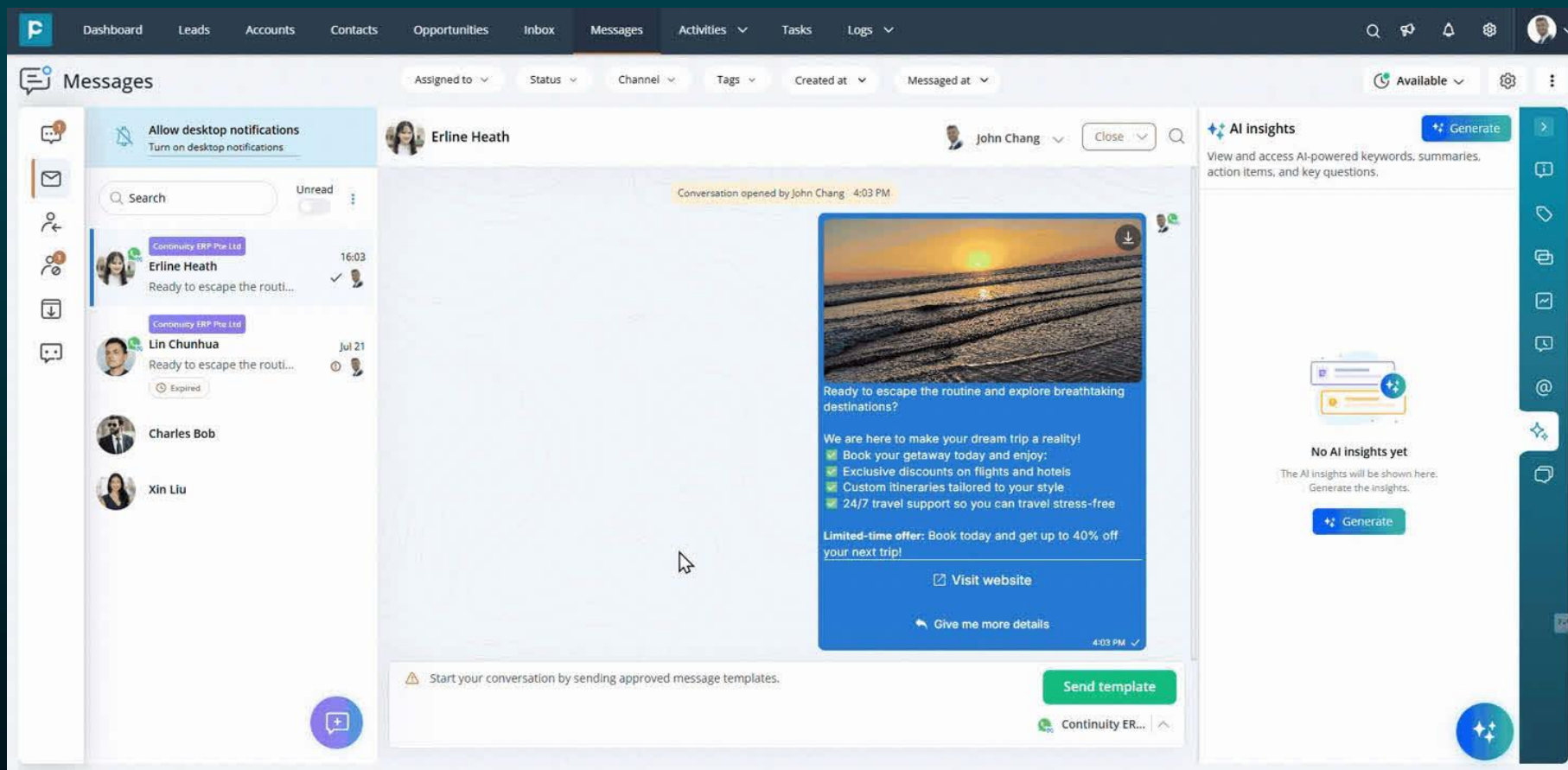
- Ho Kang Liong, Director, Travelworkz Pte. Ltd.

Read more customer stories at - <https://peppercloud.com/testimonials>

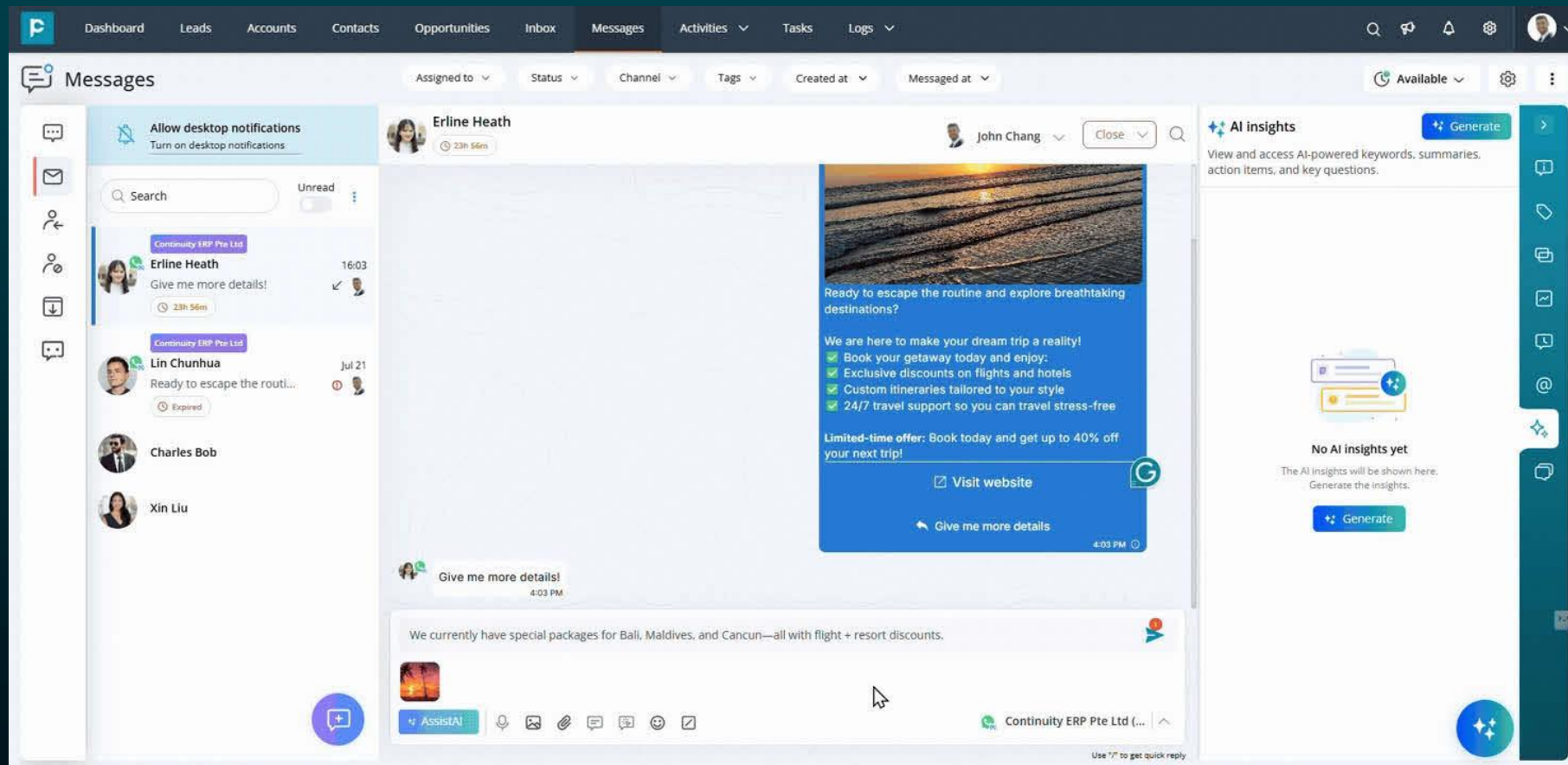
PSG Packages – Up to 50% Grant

Option	Package name	Total package cost	Total qualifying cost
1	Standard_3Users	\$5,700.00	\$3,500.00
2	Standard_5Users	\$6,600.00	\$4,500.00
3	Standard_10Users	\$9,000.00	\$7,000.00
4	Enterprise_Unlimited	\$22,000.00	\$7,800.00
5	AI Plus	\$19,500.00	\$7,800.00

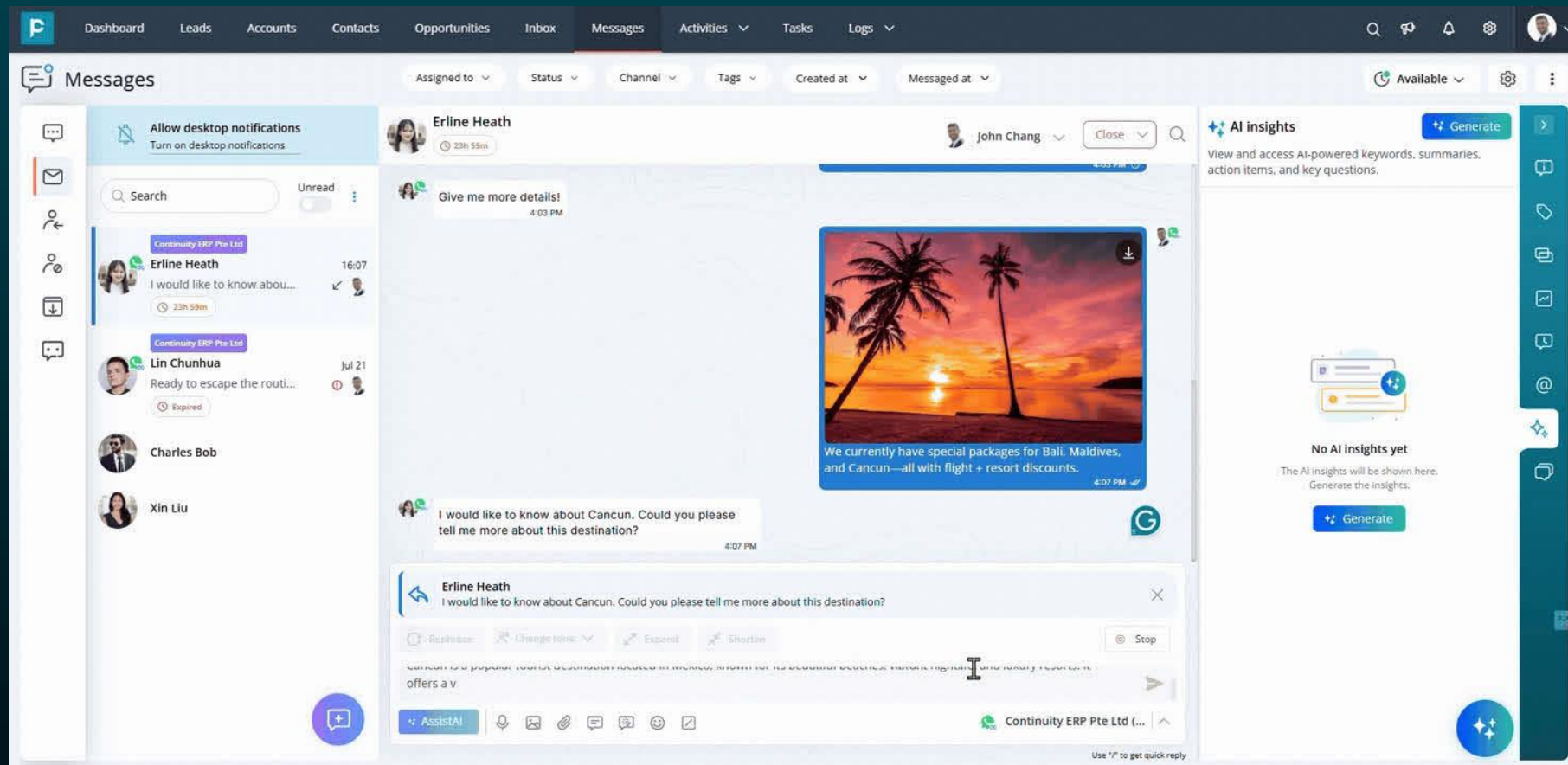
Promote tour packages with Message Templates



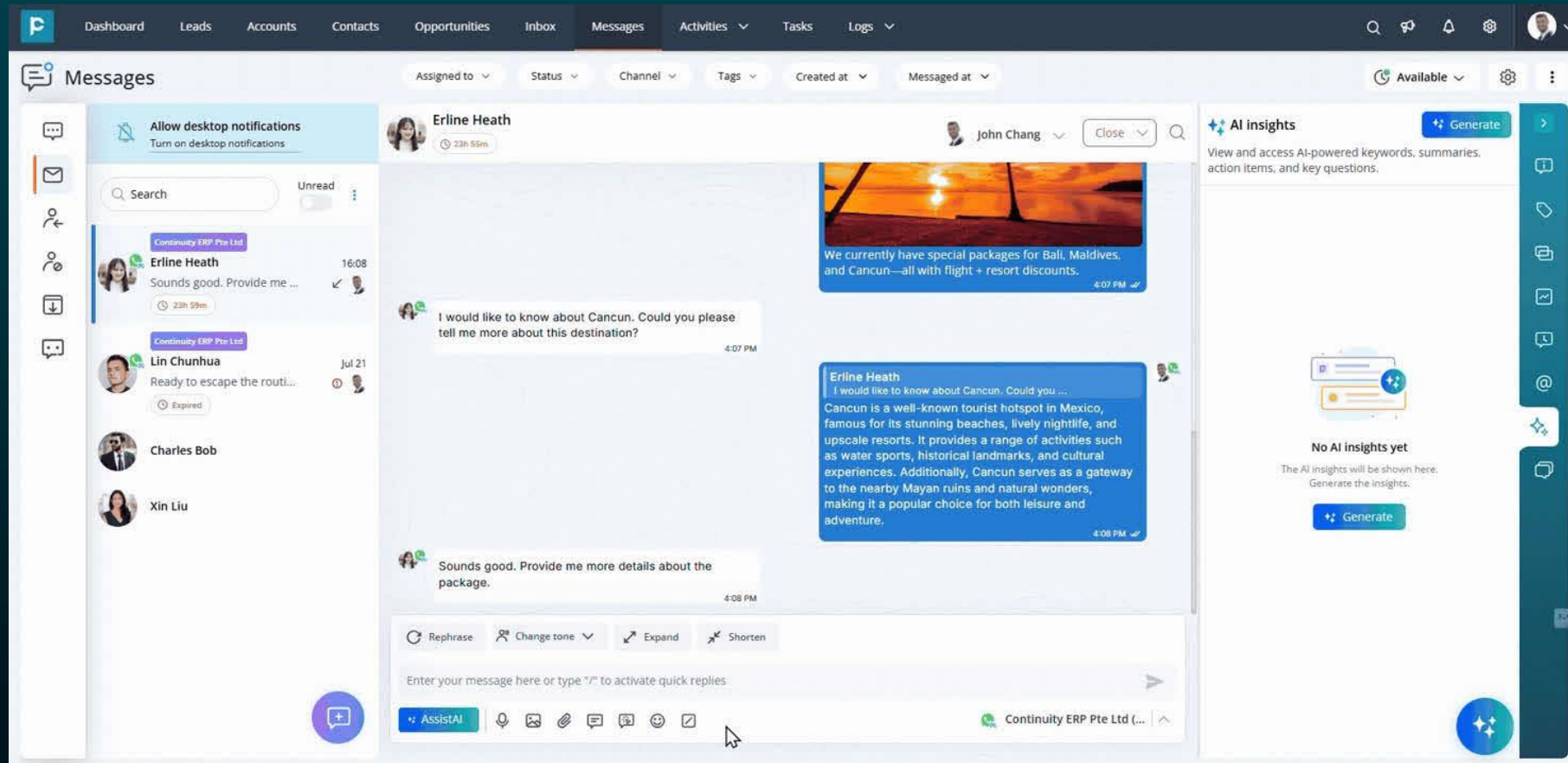
Send destination details & tour notes in seconds with Quick Replies



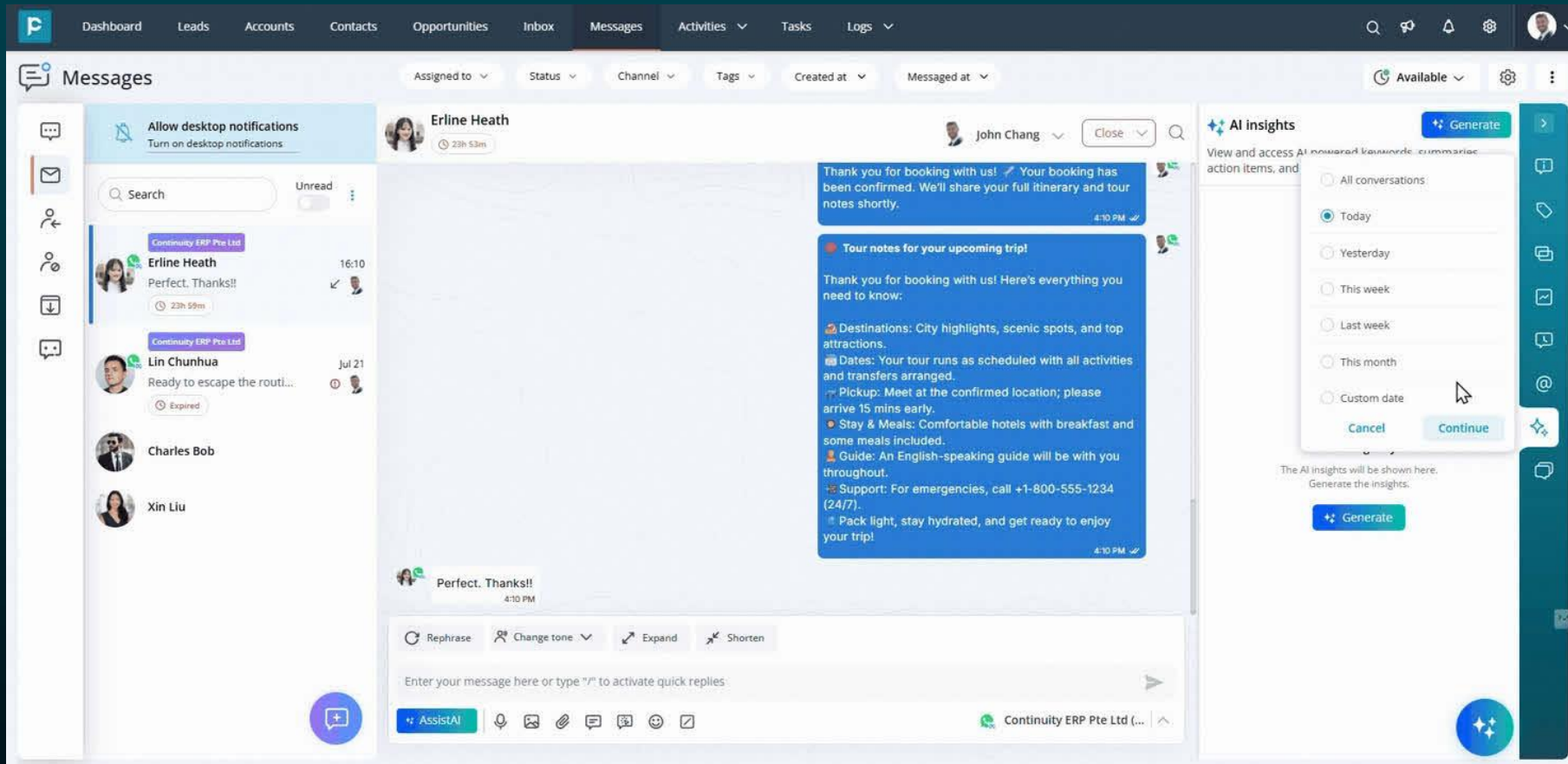
Respond with a click using AI knowledge base



Share tickets, trip package details, & more via rich media messages



Auto-generate summaries, action items, & more with AI Insights



The screenshot displays a CRM interface with a top navigation bar containing links for Dashboard, Leads, Accounts, Contacts, Opportunities, Inbox, Messages, Activities, Tasks, and Logs. The main area is titled "Messages" and shows a conversation with "Erline Heath". The message content includes a confirmation of a booking and a detailed itinerary for a trip, such as destinations, dates, pickup location, and support information. On the right side, the "AI insights" sidebar is open, showing a "Generate" button and a list of filters for selecting the scope of the insights (All conversations, Today, Yesterday, This week, Last week, This month, Custom date). The sidebar also includes a "Cancel" button and a "Continue" button. The bottom of the interface features a message input field with a "Rephrase" button and a "Generate" button.

Dashboard Leads Accounts Contacts Opportunities Inbox Messages Activities Tasks Logs

Messages Assigned to Status Channel Tags Created at Messaged at Available

Allow desktop notifications
Turn on desktop notifications

Search Unread

Continuity ERP Pte Ltd
Erline Heath
Perfect. Thanks!!
23h 59m

Continuity ERP Pte Ltd
Lin Chunhua
Ready to escape the routi...
Expired

Charles Bob

Xin Liu

John Chang

Thank you for booking with us! Your booking has been confirmed. We'll share your full itinerary and tour notes shortly.
4:10 PM

Tour notes for your upcoming trip!
Thank you for booking with us! Here's everything you need to know:
Destinations: City highlights, scenic spots, and top attractions.
Dates: Your tour runs as scheduled with all activities and transfers arranged.
Pickup: Meet at the confirmed location; please arrive 15 mins early.
Stay & Meals: Comfortable hotels with breakfast and some meals included.
Guide: An English-speaking guide will be with you throughout.
Support: For emergencies, call +1-800-555-1234 (24/7).
Pack light, stay hydrated, and get ready to enjoy your trip!
4:10 PM

Perfect. Thanks!!
4:10 PM

Rephrase Change tone Expand Shorten

Enter your message here or type "/" to activate quick replies

AssistAI

Continuity ERP Pte Ltd (...)

AI insights
View and access AI-powered knowledge summaries, action items, and more.

Generate

All conversations
Today
Yesterday
This week
Last week
This month
Custom date
Cancel Continue

The AI insights will be shown here. Generate the insights.

Generate

PSG Packages – Up to 50% Grant

Option	Package name	Total package cost	Total qualifying cost
1	Standard_3Users	\$5,700.00	\$3,500.00
2	Standard_5Users	\$6,600.00	\$4,500.00
3	Standard_10Users	\$9,000.00	\$7,000.00
4	Enterprise_Unlimited	\$22,000.00	\$7,800.00
5	AI Plus	\$19,500.00	\$7,800.00

Detailed PSG Packages at – [Pepper Cloud CRM Version 14.0](#)



Book a FREE demo



Pepper Cloud

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