

# HOW JAMES REVIVED HIS TRAVEL BUSINESS

-A Case Study

James is a travel agent operating in Malaysia. His customers are majorly outbound travelers who go for vacations or official trips.



## PROBLEM

James was not making enough profit due to extensive competition in the area he operates. His customers also frequently asked him if he can offer them any cheaper roaming solution as they had to bear hefty roaming charges during their trips.



## SOLUTION

In order to revive his business and solve his customers queries, James met a business consultant and shared his problems. The consultant suggested him to offer Ajura to his customers.



## RESULTS

James was excited to hear the unique solution. He immediately downloaded Ajura and used it in his next trip to Hong Kong. He was delighted to save huge amount on roaming cost. Returning from his trip James started to offer Ajura to his customers. He can easily recharge and manage their Ajura accounts via Ajura Dashboard.



James was extremely happy as he started gaining more and more customers. His customers were delighted too as they can now save up to 90% on their international roaming cost while travelling abroad. Hence, they referred their friends and relatives to book travel packages from James' travel company.

