

Rescompany wins Irish golf travel specialist as new client

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For the first time Rescompany Systems Ltd. has been awarded a contract from a golf travel specialist. Based in Ireland, Carr Golf Travel, a premier international travel business specialising in first-class golf vacations, has selected the innovative RESCO-CRM as their reservation software. For Rescompany Systems this implementation of RESCO means the coverage of a new, interesting niche market in the international travel business.

“Since the golf business is part of the high end luxury travel market, sophisticated CRM-tools with excellent customer profiles combined with direct mailing capabilities are essential for every successful company to meet the expectations of their distinct guests,” comments Thomas Pfitzer, Managing Director Rescompany Systems. And RESCO is offering, compared to other reservation systems, a tight integration between the customer database and the actual booking, therefore allowing it’s customers to gather and use data very efficiently. The results can be used for customer profiling and are instantly available for direct marketing activities.

“Even if this is the first move for Rescompany into the golf market we are convinced that we will achieve our set objectives with RESCO”, states Michael Steele, Operations Manager from Carr Golf Travel. “The advanced yield/financial reporting, the package and cost/pricing modules, the integrated CRM tools as well as the flexibility of the application in general will support us greatly in handling day-to-day business.”

Carr Golf Travel, a family owned company, has been welcoming golf travellers to Ireland and Scotland since 1990. Since then the business has expanded to provide personal, bespoke golf travel experiences to exclusive destinations worldwide, with an emphasis on quality, friendships and relationships. Carr Golf Travel and sister companies Online Golf Travel and Carr Corporate Events offers the ultimate golf and incentive travel experiences to the best destinations with a range of exciting tournaments, corporate programs and the best individual packages. For more information please visit www.carrgolf.com.

Rescompany Systems provides reservation and CRM software solutions to the travel and leisure industry. The RESCO software suite is built to support cruises, day cruises, wholesalers, tour operators, charters, individual excursions, holiday villages and package groups. RESCO Reservations and CRM are offered as one complete solution or as separate packages. For the stand-alone CRM package sophisticated interfaces are provided to existing systems to allow the best possible use of the available data. For more information please visit www.rescompany.com or contact us directly by email at tpfitzer@rescompany.com or pwinqvist@rescompany.com or call 0043-6221-7287-0 or 0061-2-9526 77 11. Rescompany has local offices in Salzburg, Sydney and Vancouver.

