

## Meet Rescompany at the Travel Technology Show in London

Salzburg, February 2007

Rescompany Systems will present its innovative and flexible reservation software RESCO to customers at the Travel Technology Show on Tuesday 13th and Wednesday 14th February 2007 at Earls Court in London, **Booth # D31**. The Travel Technology Show is Europe's leading event providing technology solutions for the travel industry.

Currently ten cruise lines and/or cruise wholesaler as well as four tour operators are using RESCO which is suitable for any type of tour operation that requires tracking of inventory and prices while taking advantage of a well integrated CRM and a sophisticated marketing/ mailing module. Compared to other reservation systems, RESCO offers a tight integration between the customer database and the actual booking and therefore allows the user to gather and use data very efficiently. The results can be used for customer profiling and are instantly available for marketing activities. RESCO Reservation 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.

Rescompany Systems also offers IDA (Intelligent Design Application) – an application that allows the customer to build its own E-Learning programs which can then be deployed through the web. For the first time, it is possible to convert existing manuals directly into an e-Learning application using features like: multiple choice, drag and drop, video, sound, etc. Full software simulations for training purposes can be created, just like interactive sales and marketing clips. With this software you can build programs which can for example be used to train travel agents on your product, introduce new employees on standard procedures, selling techniques, occupational health and safety training etc...

If you are interested in receiving a system presentation at the Travel Technology Show or would like to make contact to discuss any opportunities further, then please feel free to contact us directly by email at [tpfitzer@rescompany.com](mailto:tpfitzer@rescompany.com) or call +43-6221-7287.