



## Mike Ball Dive Expeditions Australia installs RESCO reservations and CRM system from Rescompany

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Rescompany Systems with their innovative and flexible reservation system has just been awarded a contract from another Cairns based company, the live aboard diving operator Mike Ball Dive Expeditions. Mike Ball, regarding the decision to install RESCO: "We needed a system capable to handle live aboard operations as well as handle transfers, tours and pre/post hotel stays for our guests. In addition to booking functionalities we required a built in powerful CRM and marketing system. The RESCO system offers easy access to customer data, making it readily available for marketing use within the same system by utilizing the CRM and WEB modules. It will be of a great competitive advantage to us. The expertise of Rescompany and its commitment to the Cairns and dive operator market contributed further to our decision to select RESCO."

RESCO is the perfect one system solution for dive live aboard operators as well as for day operators and cruise companies. "RESCO offers a tight integration between the customer database and the actual booking allowing our clients to gather and use data very efficiently. The results can be used for customer profiling and are instantly available for marketing activities," adds Peter Winqvist, Director of Rescompany Systems Australia.

For many years Mike Ball Dive Expeditions has pioneered aspects of liveaboard diving in Australia. Attention to detail with dive vessel design and dive sites, staff selection and training, customer service and cutting edge innovations enabled Mike to become the world's first live aboard operator inducted into the International Scuba Diving Hall of fame. Expeditions are suitable for the adventuresome diver seeking pristine reefs with exciting big fish and shark action to the Great Barrier Reef and Coral Sea out of its Cairns base. For more information about Mike Ball Dive Expeditions please visit [www.mikeball.com](http://www.mikeball.com)

Rescompany a "Microsoft Certified Partner Company" provides software solutions to the hotel, cruise, wholesale and travel industry. Besides typical reservation functions, RESCO offers sophisticated CRM and marketing tools throughout its comprehensive product portfolio. Resco CRS: Central Reservations, Resco CRM: Customer Relation Management, Resco SMS: Ship Management System, Resco POS: Point of Sale, Resco INV: Inventory Management System and Resco HMS: Hotel Management System. All systems are based on the latest Microsoft .NET technology and the powerful MS SQL server. For more information please visit [www.rescompany.com](http://www.rescompany.com) or contact us directly by email at [pwinqvist@rescompany.com](mailto:pwinqvist@rescompany.com) or [tpfitzer@rescompany.com](mailto:tpfitzer@rescompany.com) call +43-6221-7287 or +61-2-9526 77 11. Rescompany has local offices in Salzburg, Sydney and Vancouver.

