

Potter's Resort receives large online brochure volumes using RESCO web features

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Within the first two weeks of November Potter's Leisure Resort received several hundred brochure requests over the Internet using RESCO as their Reservations and Marketing/Mailing system. The integrated web features of RESCO allows them to create customized web pages or simply add fields to existing pages for surveys, customer feedback, booking and brochure requests. The captured customer data is used for further marketing activities utilising the built-in marketing and mailing module which allows them to quickly create a mailing selection from the customer database.

These features have proven to be extremely successful and very cost effective. No transaction fees are involved and Potters can communicate offers instantly and directly to customers or agencies without having to go through any 3rd party or use any other systems.

Potters Leisure Resort is the only Five-Star holiday village in the U.K. It is family owned and located by the sea in East Anglia where the counties of Norfolk and Suffolk meet, approximately two and a half hours from London. The resort offers fixed length packages from one to seven days that can also be combined. A major focus is placed on excellent entertainment and all types of sports activities. Potters Leisure Resort hosts the BBC Televised World Bowls Championships each year in January and is taking an average of 600 bookings per week. More detailed information can be found at: www.pottersholidays.com.

Rescompany Systems provides reservation and CRM software solutions to the travel and leisure industry. The RESCO software suite is built to support cruises, tours, 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 pwingvist@rescompany.com or tpfitzer@rescompany.com call 0400-313813 or +43-6221-7287.

Rescompany has local offices in Salzburg, Sydney, London and Vancouver.