

Star Cruises decides for the innovative Reservation Software RESCO

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Rescompany strikes another big success in the Asia/Pacific region: Star Cruises, the third largest cruise operator in the world, will implement RESCO for VIP-reservations in Kuala Lumpur, Singapore and Hong Kong. "We are more than happy about this new, challenging contract as three highly sophisticated interfaces will embed RESCO into the existing Star Cruises infrastructure," says Thomas Pfitzer, Managing Director of Rescompany Systems Lt. "These interfaces will grab data from various sources and make them available in the RESCO-CRM and for reservations. Reservation confirmations will be sent instantly by SMS at the completion of every booking."

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, wholesalers, holiday villages and package groups using sophisticated inventory management and dynamic pricing. RESCO also offers the customer multi language functionality including Chinese, Russian, English, German, French and Spanish - other languages are available on request.

Compared to other reservation systems, RESCO has tight integration between the customer database and the actual booking which allows the customers to gather and use data very efficiently. The built-in Marketing and Mailing Module enables the user to quickly create targeted mailing selections from the customer database without the need of secondary systems. 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.

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Rescompany has local offices in Salzburg, Sydney and Vancouver.