

Meet Rescompany at the Travel Technology Show in London

Salzburg, January 2008

Rescompany Systems will present its innovative and flexible reservation and CRM package to customers at the Travel Technology Show 2008 at Earls Court in London, [Booth # B24](#). The Travel Technology Show takes place February 5th and 6th and is considered Europe's leading event showcasing technology solutions for the travel industry.

Currently 20 cruise lines and/or cruise wholesaler 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.

Rescompany Systems works closely with Iisil Cruise, a company focused on the development and support of shipboard property management and POS systems. Due to this cooperation cruise companies have – for the first time – the opportunity to acquire a fully integrated Reservation- and Shipboard Management System. It has been a long time goal of Rescompany to bring the extremely valuable customer data which is gathered onboard ships back into the CRM profile of a guest. With Iisil's years of experience in the Cruise Industry and their concept of 'One Platform, One Database, One System' Rescompany is now able to offer Cruise Lines an 'All-Inclusive' software package which ensures that available marketing data gathered onboard ships is transferred back to the CRM part of the reservation package.

[The Iisil – Resco integration has been nominated for the Travel Technology Show Innovation Awards, designed to recognise innovation, ingenuity and true leadership in the travel technology industry.](#)

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 or call +43-6221-7287-0.