

RezLive.com takes a new 'avataar'

The new version of RezLive.com is showing tremendous growth prospects and has already surpassed the initial set benchmarks. They have got a very favourable response and in a nutshell, RezLive.com is doing exceptionally well and from here they look forward to touching newer heights. Jaal Shah, Group Managing Director – Travel Designer Group and Founder – RezLive.com shares more with TTJ.

TTJ Sudipta Saha

Q How technology is helping RezLive.com to boost sales?

A The newer version of RezLive.com is built in-house by our IT and product team. As a result of which, we have faster developments on RezLive.com which ultimately helps our travel partners to maximize their profits through us by increasing the booking count. Technology is helping us to make processes even smoother and better and also in order to capitalise on the abundant growth prospects that the industry has to offer.

Q What new features have been launched post the release in January?

A Innovation lies in our DNA and we have been working constantly to bring out something new for our travel partners in the form of features, inventory and rates. Post the initial release in January this



Jaal Shah

year, we have introduced quite a few industry first features such as – Board Basis filter, Point of Interest Filter, Hotel Chain filter to name a few and the travel partners can expect few others in the months to come. The idea behind bringing out all such value added features is to make the booking experience of our travel partners with us even more fruitful and they should

be able to find out the correct information that they have been looking for.

Q What we can expect in the near future from RezLive.com?

A We are a global supplier of accommodation, sightseeing and transfer services to our travel partners across the globe. We have been consistently providing the best and biggest inventory to the travel partners globally, by sourcing them through multiple suppliers and contracting with hotel chains across the globe. Our travel partners trust us to deliver and support them 365 days because of our vast experience, healthy relationship with suppliers and hotel chains and local market understanding. The travel partners can expect product innovations, increasing global reach, round the clock service and benefits of our in-house technology.

Q What it takes to be called as the preferred reservation system by travel trade?

A It feels honored to be referred as the 'Preferred Reservation System' by the travel trade, which actually motivates us to work even harder and strive forward, in order to stay as the preferred reservation system of the travel trade across the globe. We have been able to provide the inventory which the travel trade is looking at without compromising on post booking services. Lot of man hours and systematic approach has gone into this to be called as the Preferred Reservation System.

Q What is the importance of automation of processes in travel trade?

A Automation will make things streamlined and process oriented which will help in getting quicker results with faster response time. In this era of technology, we are trying to make the maximum use of available resources to give something out of the box to our travel partners and enhance their booking experience with us and at the same time make sure they get the best post sales service. So, technology in a way is helping us to succeed in the future and set new milestones for ourself.