

# AN EASY JOURNEY

Group Managing Director of Travel Designer Group and Founder of Rezlive.com Jaal Shah talks of the brand's winning product Rezlive.com that makes travel easy.

## Could you explain how your product Rezlive.com works and how popular is it?

RezLive.com (a product of Travel Designer Group) is an award winning online B2B global reservation system offering hotels, sightseeing and transfers under one window. RezLive.com, which is celebrating its 10 years of online presence this year, was launched in the year 2007 with the objective to make the life of the travel partners easy and increase their overall booking experience. RezLive.com came as a solution and provided the travel agents the much-required access to make bookings on their own by getting regular support from our team. Today it provides access to over 250,000+ hotel and apartment rooms worldwide, more than 45,000 sightseeing attractions and private transfer in over 900 cities, exclusively to professionals within the tourism sector including travel agents, tour operators, DMC and wholesale travel companies, with large allotments and instant online confirmation. The online system offers best net rates with mapped inventory and 24/7 support services, to the travel industry partners from all across the globe without any sign-up or usage costs. Our direct contracting with leading hotel chains enables us to give the travel industry partners, products of excellent quality, large allocations in a variety of room types contracted on very short releases to enable last minute sales. Through our offices in 24 countries, we are empowering more than 11000+ active travel partners.

Our greatest achievement lies in our product development and service standards. The features that we have introduced are industry first and still considered as industry benchmarks. Also, we are the only one from the segment to be recognized as being an Innovative 100 Company by Inc. Magazine. Adding to this, the system has won 22 awards in the last couple of years and is on the path to reach newer heights, because of its offerings and innovation that it relies on.

## Which is the winning feature of Rezlive.com and how has it helped widen your partner network?

At RezLive.com we always believed in two things i.e. innovation and world class customer service. In today's competitive environment, innovation is the deciding factor and as a result of which our in-house product team headed by experienced technical leaders, keep on looking for newer avenues to get



into and at the same time look for ways to make the current processes more advance from travel partner's perspective. As we work in all major markets, we provide them with local and regional support 24\*7, in order to make their booking experience with us even more fruitful. Some of the industry first innovative features of RezLive.com are: Mapped Inventory, Quotation option, Responsive site, VIP Desk, 24\*7 service support, no registration fees, TripAdvisor Reviews, Store Last 5 Bookings, Search and Quotation Details, Option to Book Last 5 Searched Bookings, Option to Compare Hotels, Option to Search Apartment Only, Map View, Multi-Currency Rate Display, Local Support and Local Currency Offering.

## Are you planning to introduce/ introduced any new booking features in Rezlive.com?

RezLive.com has recently launched "rezREWARDS", which is a loyalty program for our valued travel partners. The program gives the travel partners the opportunity to earn reward points for every single successful transaction done on RezLive.com. These accumulated reward points can be redeemed to get products & services through rezREWARDS. So, with the reward points you can receive a new smartphone, tablet, shopping vouchers, free holiday stay/package or theme park tickets by turning bookings into rewards at rezREWARDS.

Apart from that, we have also introduced two new features in RezLive.com i.e. Option to Book 8 Rooms / 48 Pax in one single booking (\*T&C Apply) and Area Field (where it shows the nearest airport(s) against the selected property).