

# RezLive.com

## Your growth partner in B2B travel

RezLive.com stands among the largest and fastest-growing B2B travel portals across the Middle East, South Asia, and Southeast Asia. Jaal Shah, Founder, RezLive.com & Group Managing Director, Travel Designer Group shares his insights on what sets RezLive.com apart from others.

- *Sudipta Saha*



Jaal Shah

### **What makes RezLive.com stand out?**

What started as a small business in Ahmedabad in 2007 has now grown into a worldwide success story. RezLive.com's commitment to innovation, reliability, and partner-centric growth remains the foundation of its success. With the extensive global inventory of hotels, tours, and transfers, the platform easily links travel agencies and tour operators. It is powered by real-time technology and has an easy-to-use interface. "RezLive.com is a comprehensive B2B global reservation system that integrates hotels, sightseeing, transfers, cruises, and insurance, rail, and car rentals—all in one platform. Our standout feature, SmartMatch, uses AI to merge identical room types and rates across suppliers, offering agents a cleaner, faster booking experience. With mapped inventory, automated hotel confirmation numbers (HCNs), and clear cancellation policies, we ensure accuracy, transparency, and efficiency. Backed by 24x7 multilingual support and exclusive deals, RezLive is more than a booking engine—it's a growth partner for travel professionals," adds Jaal Shah.

### **Giving agents the competitive edge**

RezLive.com gives agents the

advantage by ensuring the best deals every time through real-time rate comparisons, exclusive partnerships, and direct hotel contracts. Agents can boost their own profitability while delivering value to clients through transparent pricing, seasonal promotions, and loyalty incentives. Further to it, Jaal Shah mentions, "RezLive connects agents to a vast network of directly contracted inventory and global suppliers, ensuring access to real-time rates and exclusive promotions. Our RezRewards loyalty program and Money Box bonus system enhance agent margins, while seasonal campaigns like the Festive Flash Sale offer up to 10 per cent off on hotel bookings. These tools empower agents to stay competitive and deliver more value to their clients." With innovation at its core and human support at every step, RezLive ensures to offer solutions to the challenges that travel agents face today. Speaking on the challenges travel agents face today, and how does RezLive help, Jaal Shah highlights, "Agents face fragmented data, rate volatility, and the need for personalization. RezLive solves these with a unified interface, rate parity enforcement, and AI-driven content display. Our localized teams and expanding inventory in key markets

ensure agents get relevant support and content to stay ahead."

### **Simplifying complexity with seamless connectivity**

In today's fast-paced travel landscape, efficiency is everything. RezLive's powerful XML platform brings that efficiency to life—offering smooth integration, real-time data access, and automated bookings. Jaal Shah adds, "RezLive's scalable XML platform allows seamless integration into partner portals, enabling real-time availability checks and automated bookings. Our mobile app ensures agents stay agile with full booking functionality, notifications, and dashboards—anytime, anywhere. Together, these tools simplify operations and enhance responsiveness."

Further speaking on how RezLive save time and reduce operational challenges, Jaal Shah says, "SmartMatch eliminates duplicate listings, speeding up decision-making and reducing errors. Automated HCNs and intelligent filtering streamline the booking journey. Our built-in ticketing system and multilingual support ensure quick resolution of queries, allowing agents to focus on selling rather than troubleshooting."