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Jaal Shah Group Managing Director Travel Designer Group

#### REZLIVE UNVEILS NEW B2B SOLUTIONS

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Convenience and choice are key to success in today's travel industry biz.

Rezlive, a trusted name in global travel solutions, is enhancing its platform with exciting new offerings—car rental, cruise services and a mobile app.

These additions provide seamless booking experiences, greater flexibility and more opportunities for travel leaders to serve their clients, says Jaal

Shah, Group MD, Travel Designer Group.

Dr Shehara Fernando

## How does the new products enhance the company's existing offerings and brand positioning?

RezLive.com has always been committed to delivering seamless, tech-driven travel solutions for the B2B market. The addition of car rental, cruise services, and Mobile App have fortified our one-stop travel booking platform, allowing agents access to a comprehensive suite of services beyond hotels, sightseeing and car transfers.

By expanding into ground transportation and cruises, we enhance our partners' ability to provide complete travel solutions under a single interface, eliminating the hassle of working across multiple platforms. These new services reinforce our brand positioning as global leader in B2B business, providing travel professionals with a range of products, competitive pricing, and a personalised approach.

## What segments will benefit the most from these additions, and how do we tailor marketing strategies to them?

Our beneficiaries are travel agents, tour operators, online travel agencies, and corporate travel planners who seek a streamlined booking experience for their clients. We are deploying personalised campaigns focusing on benefits of the new services, besides planning training webinars and video tutorials to educate agents on utilising these new offerings.

## Could you share tech enhancements to ensure seamless integration with current services?

To ensure smooth integration, we have enhanced our API infrastructure, making it scalable, fast, and reliable for real-time data exchange.

The car rental and cruise services have been built on a modular framework, ensuring they function cohesively with our existing hotel, sightseeing, rail and car transfer booking systems.

On the operational front, we have strengthened our supplier partnerships for seamless inventory management; upgraded backend algorithms for faster search, better price comparisons, and improved filtering; and expanded our customer support with the teams handling car rental, cruise, and concierge services.

## How do you measure customer adoption and satisfaction post-launch?

seamlessly.

We closely track customer engagement, adoption rates, and feedback using key performance indicators (KPIs).Post-launch, we collect feedback via direct interactions, and performance analytics to refine and enhance our offerings continuously.

### What advantages do these products offer, and how will you convey them effectively?

To effectively communicate them, we leverage email and social media campaigns to highlight product benefits, take part in industry events and organise webinars to showcase features and provide customised marketing toolkits for agents, enabling them to promote our services

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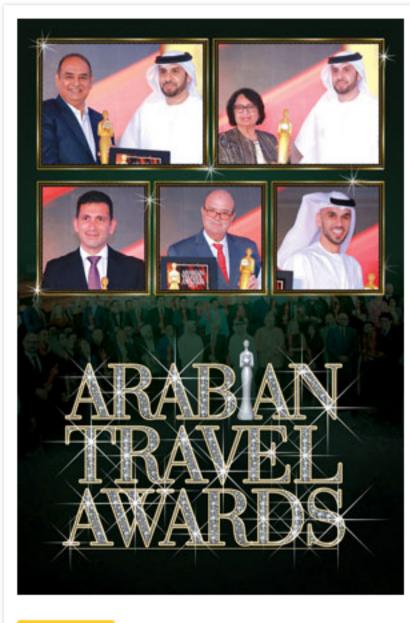
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