

## **It's plain sailing for holiday makers with unique booking system**

A leading North East developer of technology systems has launched a unique e-commerce solution that is revolutionising the multi-million pound global cruise trip industry.

Consett-based Holiday I.T. Ltd designed 'Cruise Trip', a powerful booking engine to help travel agents select the most competitive and up to the minute prices for their customers.

Alan Crampton, managing director of Holiday I.T, explained: "The system allows agents to search for the most competitive package by building a quote from the best rates for cabins, flights, hotels and car hire. The system's Quotation Builder then creates a tailored package and calculates the commission for the supply of these services, allowing agents to maximise their profits and pass on any savings to the consumer.

"The system's Package Builder works with Quotation Builder to ensure that there are no discrepancies between the package prices and the prices quoted for things like flights or car hire. This process results in savings that should be passed on to the consumer."

Cruise Trip also allows agents to build client profiles, which will help to improve the product and customer service, as well as speed up bookings, compare current and past quotations and set reminders to for instance check that the customer has received their tickets.

Anthony Blackmore, managing director of Cruise365.com, one the first retailers to use Cruise Trip, said: "Cruise Trip has provided us with something that is future proof. The system is user friendly and helps our departments ranging from reservations to accounting and management to marketing to operate quickly and efficiently. The right technology is crucial to the success of a business and Holiday I.T. delivered an effective solution on time and on budget."

Alan Crampton said: "We are delighted with the initial success of Cruise Trip. The system is very versatile and we can tailor it to suit the needs of individual agents. The cruise industry is going through change at the moment and Cruise Trip will help make their systems fit for the future."

Holiday I.T. is based at the new E-Business Centre at Consett Business Park, currently employs ten people and has plans for further expansion.