

European Travel Company Launches Web Self-Service Capabilities with LegaSuite Integration®



The ability to make travel plans online has transformed the way travel agents, hotels and airlines do business. The Web allows travelers to quickly and easily check rates and make arrangements anytime from anywhere - a huge convenience that travelers are increasingly expecting from travel organizations. The heightened demand for these online capabilities has put a strain on the travel industry. To remain competitive, travel companies are hastily searching for cost-effective ways to open their businesses to Web users, which typically means connecting back-office applications to the Internet.

Challenge

A European travel and recreation company that rents high-end bungalows and camping sites for holidays wanted to improve customer service by offering self-service capabilities that allow customers to check room rates on the Internet. In addition, the company was on the verge of opening a new camping facility in another country and wanted to leverage the Internet as a means of inexpensive communication, minimizing international phone and fax costs. The company also needed to make its customer service applications easy to use to reduce training time for new employees.

Solution

The travel company selected Seagull Software's LegaSuite Integration technology, a component of LegaSuite®, to integrate its back-office applications with the Internet. LegaSuite Integration is an innovative software solution that transforms mainframe, iSeries, UNIX and client/server Windows and Web business functions into components with callable XML, J2EE or .NET interfaces. LegaSuite Integration automates the process of integrating Web-based applications with legacy systems and helps connect business processes across the value chain. The solution requires no changes to the host application, so there is zero risk of disrupting core business operations.

With LegaSuite Integration, the travel company now offers customers the ability to check room rates over the Internet. To make a reservation, a customer fills in an online reservation form, which is e-mailed to a customer service representative. The representative then calls the customer back to confirm the reservation. This online process eliminates long wait times on the phone for customers and improves efficiencies for customer service representatives, since they are no longer required to fill in the reservation forms manually.

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Results

LegaSuite Integration has helped the company significantly increase bookings, operate more efficiently and eliminate the need to hire more staff. The solution also enabled the company to expand. With its increased bookings, the company has been able to buy out one of its competitors. Thanks to the ability to quickly launch legacy systems to the Web and give customers Internet accesses, the company has received many bookings that would have otherwise gone to competitors.

Only Seagull Software could get the travel company up and running quickly, while providing the necessary functionality at the desired price. Since implementing LegaSuite Integration, the company has significantly increased bookings, enhanced customer service and increased efficiencies - all without the need to increase its staff. Overall, LegaSuite Integration contributed to the company's ability to expand its market share and launch new resorts internationally.



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