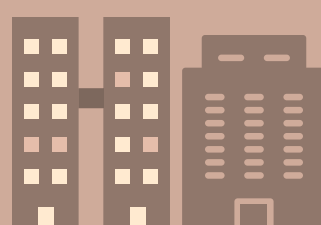


BENEFITS OF A B2B TRAVEL BOOKING SOFTWARE



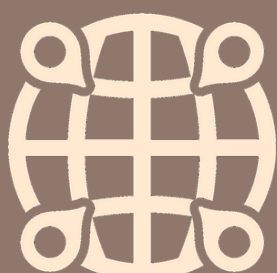
CHALLENGES FACING B2B FIRMS

- Limited reach & distribution due to lack of an online system
- Difficulty in tracking agent reservations & commissions owed
- Lost revenue management opportunities due to lack of segmentation
- Communication hassles in responding to agent inquiries about products, rates and availability
- Dwindling agent loyalty and engagement



HOW A B2B SOFTWARE SOLVES THESE PROBLEMS

Wider Inventory Distribution



- Provides sub-agents an interface to search and book your live inventory on behalf of their customers
- It also provides downline agents B2C portals with their own branding to enhance customer experience
- Reduces communication hassles between the master agency and sub-agents for reservations

Better Pricing & Revenue Management



- Ability to set up markups & commissions for all your downline agents from a single interface
- Ability to segment your agents and assign country-wise and agent class-wise markups
- Ability to configure deals and promo codes to drive higher loyalty among agents

Efficient Agent Credit Management



- Allows you to configure credit limits & deposits for your sub-agents
- Ability to recharge the agent credit balance from the system itself
- Ability to set minimum balance limits for agents and send email reminders in case of low balance

Tighter User Role & Privacy Management



- Allows you to provide role based access to different agents
- Ensures strict data privacy as users see only what you want them to see

Accurate Tracking and Analysis



- Simplifies agent performance tracking through in-depth BI reports
- Gives you reservation reports by agent, region, suppliers, products etc
- Tells you exactly how much commission you need to pay your agents