

## 'The idea was to make the booking experience of our travel partners simpler and fruitful'

RezLive.com, a leading B2B global reservation system was launched in the year 2007 and soon achieved newer heights with continues innovation, excellent post sales services, constant support and cooperation of our travel partners.

"The idea to make the booking experience of our travel partners simpler and fruitful, as the traditional way of making booking was lengthy and required lot of man hours, motivated me to come up with a product like RezLive.com, said Jaal Shah, Founder – RezLive.com, and GMD – Travel Designer Group. RezLive.com came as a solution and provided travel agents, the much required access to make bookings on their own by getting regular support from its team. With RezLive.com, they can check live availability and book it on their own and keep a track on their overall account.

RezLive.com has become a valuable brand all across the globe and everyone would like to get associated with it in some way or the other. RezLive.com is a global brand with presence in 22 countries. One of the top B2B global reservation systems, RezLive.com has been awarded with 17 awards in the last three years. RezLive.com has always maintained double digit growth. It has a global team of more than 250+ employees.

Speaking about initial challenges, Jaal Shah said, "When we started off, the biggest challenge was our ideology as we wanted to serve our travel partners by providing them innovative products with cutting edge technology and innovative features, best in class customer support and best net rates and all across the globe inventory." Shah added, "Fortunately, we made a great enthusiastic team who was and is passionate about their work and who believed in what we are trying to do. It is all because of these individuals we are what and where we are today, a pioneer in the industry!"

Shah said that every individual working with us is playing a very key role in the overall growth and development of the product/organization. "We have people who have been associated with us from start and we always thank them for believing in us and moving together for a better future. Together we have created history and this I just the beginning of the success story," said Shah.

He says that he always believed in one thing: "Whatever you can do, or dream you can, begin it. Boldness has genius, power, and magic in it."

RezLive.com is a 100% B2B product, which provides travel partners the option to book hotel, sightseeing and transfers through



Jaal Shah  
Founder – RezLive.com

their respective accounts/logins. "When travel agents get connect with us they get access to our vast mapped inventory all across the world. This is important and is one of our many USPs," Shah. We also have a dedicated 24\*7 service support team that work round the clock to offer post booking services to our travel partners. "Our greatest achievement is in our product development and service standards. The features that we have introduced are industry first and still considered as the benchmarks. We are the only one from the segment to be recognized as being an Innovative 100 Company by Inc. magazine," said Shah.

As far as USP is concerned, there are many features that make RezLive.com stand apart i.e. Mapped inventory, XML connectivity, Quotation option, Responsive site, VIP Desk, 24\*7 service support, TripAdvisor Reviews, Store Last 5 Bookings, Search and Quotation Details, Option to Book Last 5 Searched Bookings, Option to Compare Hotels, Option to Search Apartment Only, Map View, Multi-Currency Rate Display, Local Support and Local Currency Offering, to name a few. "We as a company always believed in consistent growth by taking calculative steps and adhering to the policies that we have created for us. As far as numbers are concerned, we are growing in terms of employee base, year on year growth has been in the range of 40-50%, and acquisition/alliances will be on cards to expand in territories where we don't have presence," said Shah, adding, "At the same time, we will be adding more and more quality inventory from time to time basis all across the globe in order to give more options to our travel partners at competitive prices."