

BUSINESS

How do you want your package?

DIY holidays are here to stay, we help you find the right technology



Ron Ramanan,
managing director
of online technology
specialist GoQuo,
has some tips for
agents on how to

find a partner to provide the right technology for dynamic packaging.

Know what you want

Do you want a flight-only booking engine or a full dynamic solution? That depends on what your customers want as that dictates the inventory you supply. Some technology companies provide standard solutions, others are happy to customise to your needs.

Don't be brief

When briefing potential technology partners, be as clear as possible. Set

a budget. Demand answers on solution flexibility, performance, customisation and project timeline.

Ask and answer questions

At a technology pitch, ask about price. Find out about contract terms, timelines and restrictions. Ask if you can talk to their customers. Which global distribution system and product suppliers does the company work with?

What additional inventory can be provided?

Always ask about post-sale support and service.

Save time and effort

Save time by getting early access to XML information and other access codes from your suppliers.

KEY TIPS

- Think beyond hotels and car rental. What about all those add-ons such as parking, transfers and tours?
- Can all your inventory be loaded and integrated easily with your partner's platform?
- Can the solution expand with your business?
- System flexibility, stability and reliability are key.
- Can the solution load and handle different air fares?
- There will probably be a gap between your budget and the supplier's.
- Get everything in writing, with prices for all projects.
- A flight-only engine project can take four weeks, a full dynamic solution up to three months.
- A decent contract could have three months' notice, plus performance and service clauses - and get it approved by a lawyer.
- After-sales service and support varies, as does price. Get all details and costs in writing.
- Back-office links, online payments, and languages and currencies all cost more.
- Make one person responsible for handling all testing queries, problems and arrangements with the supplier.