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## The Quokka Online Booking System Internet Point of Sale Technology

for Destination Marketing Organizations and Travel Portals

For your web site to **bear fruit**, your overall marketing plan must include an online reservation strategy to make your web site a leading tool for your marketing and sales.

Customer service **success** depends on allowing customers 24 hour access to rates and availability with no waiting and no delay in processing, producing instant guest confirmation. In addition, a call centre option can access the same inventory.

The Quokka Online Booking System allows you to provide the businesses on your site **control** over everything: availability, price and policies. The system brings certainty, convenience, and relevance to your web site. For the DMO or Travel Portal, the system provides revenue opportunities.

Visit [Travel In BC](http://Travel In BC) to see our customers in action!



<b>Definition</b>	Online Booking is a computer program for your guests to check rates and availability and to book their stay right away without any delay from email or the phone.
<b>The Internet Guest</b>	Internet Guests like and use computers. They use banking sites and other "real time" web pages. They <i>anticipate</i> booking or holding a room right away online.
<b>The Issues</b>	<p>Quokka Systems has worked with over 150 clients of sizes from 2 to 300 rooms. The core issues that we have addressed are:</p> <ul style="list-style-type: none"> <li>• Control of inventory</li> <li>• Keeping personalized customer service</li> <li>• Adding workload to the front desk</li> </ul>
<b>The Solutions</b>	<ul style="list-style-type: none"> <li>• Take control of your inventory with the easiest management interface you can imagine. Plus the system can switch from confirmed bookings to booking <b>requests</b> at your command.</li> <li>• Achieve personalized customer service by allowing the guest to control the booking experience. For an Internet Guest, customer service is <b>self</b> service - information and bookings when they want.</li> <li>• Reduce your workload. Our customer testimonials show that the system reduces unnecessary emails, phone calls and faxes replacing them with valid reservations. Phone calls you do receive are from <b>informed</b> guests.</li> </ul>

## Facts about The Quokka Online Booking System

- No software to buy or install
- No software upgrade charges
- 100% control over rates, availability and policies in real time from any Internet connection
- Quick and easy customized set up and training
- You can accept bookings in real time or offer a booking-by-request system.
- Secure access for both for the consumer and the operator
- Reporting on your online inquiries
- Free Toll-free support

## Additional Marketing Opportunities

Quokka Systems has two programs to help market your members. All clients receive a free listing on TravelInBC.com, our first travel web site. We are entering other markets in 2003 and your business will be listed for free on the relevant web sites.

In addition, Quokka Systems is entering into Marketing Affiliate agreements with travel web sites to help promote and sell your online inventory as well as drive traffic to your site. Please see [www.quokkasystems.com](http://www.quokkasystems.com) for more information.

## Enhance Your Marketing Strategy

All marketing companies will tell you that establishing your web site as a leading tool for marketing, sales and reservations is critical to success. The reason this makes sense is that your web page is under your direct control. Consider these facts:

- The Internet is the largest source of new business.
- Your toll free number does not work overseas; the Internet is your International guest's toll free equivalent.
- The new business that you get today will become your repeat business tomorrow.
- The young adults using the Internet today will expect to do their business on the Internet tomorrow.
- Why not bring Independent travelers to your site? Why leave them to wade through 3rd party reservation services (such as Expedia, Travelocity, etc.) when your site has better information?
- The Quokka Online Booking System becomes your cost-effective Internet Point of Sale Technology.

For prices, further information and to arrange a demo of the Quokka Online Booking System, please contact us at:

[www.quokkasystems.com](http://www.quokkasystems.com)

Toll Free: 1-866-222-8898

(604) 682-1136

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