

## ResMarker

### What is ResMarker?

ResMarker is an interactive point-of-booking application that identifies pre-specified text on an agents GDS screen and displays attention grabbing sticky notes, displays highlighted text, plays sound files, and more. You can use screen highlights to emphasize important information you want your agents to see, such as reminders to offer customers specific vendor contracts or VIP traveler preferences.



### Why Would You Use ResMarker?

Today, the single greatest competitive advantage your agency has is the personalized service you deliver to your corporate travelers. Despite their best efforts, your agents simply cannot find or remember every traveler's preferences or contract details. When these seemingly trivial details fall through the cracks, your agency loses its competitive advantage and risks losing customers.

ResMarker can help you if:

- Travelers are paying more for airfare, hotels and car rentals when agents forget to book with preferred suppliers.
- Prior approval needed for bookings is not requested because agents are relying on memory and miscellaneous documentation to catch authorization triggers.
- VIP traveler preferences (e.g., departure times, seating and meals) are repeatedly overlooked, undermining customer satisfaction.
- Managing group and meeting travel has become costly and complex due to agent errors and oversights.
- You are missing revenue opportunities because agents forget to book with vendors with whom you have negotiated preferred contracts.

### ResMarker Delivers

- Highly customizable Rules including expanded sticky note shape options.
- Ability to open external text or HTML documents, or link to other URLs.
- Ability to open desktop email with pre-populated *To*, *CC*, *Subject* and *Body*.
- Flexibility to quickly add and/or change Rules.
- The ability to assign Rules for up to three agent-experience levels for easier training.
- Rules organized by account, contract, location, etc.
- Administration of ResMarker locations from any ResMarker workstation.
- HTML-based screen highlight reporting.

"It used to be that email, web browsing and GDS access were the essential applications for our agents' desktops. Not anymore. ResMarker is one of the rare applications that allow us to make our agents more productive by highlighting our preferred suppliers without jeopardizing customer service or corporate travel policy. Our agents don't make reservations without it." - Atlas Travel International