



Abacus WebStart.

Tapping into the opportunities of online customers

As customers become more Internet-savvy, they turn to the internet when planning for travels and making reservations. With this changing trend, more travel agencies are discovering the power and value of creating their business online to ensure a virtual presence for their prospective customers.

Online customers seek the best deals and search for easy and reliable ways when making travel reservations. For travel agencies with little or no online presence, Abacus WebStart provides the essentials to set up an online business easily and quickly, with zero investment required. Being a customer-focused internet booking engine (IBE), Abacus WebStart allows your online store to be tailored according to your customers' needs and objectives. Small and medium enterprises in Asia can tap on Abacus WebStart for better management of travel cost, promotion of policy compliance and simplification of travel planning process. With Abacus WebStart, you can look forward to continued patronage and higher revenues.

The new lightweight, integrated Web Content Management (WCM) platform empowers non-technical users to become sophisticated web publishers and marketers in less than 24 hours. With this platform on Abacus WebStart, web content management is simplified and non-technical users are able to easily create, manage, publish and analyse the myriad types of content—with no IT intervention required at all.

Effectively Secure Your Business Online

Abacus WebStart brings with it a host of benefits as you establish a strong online presence for your business:

Higher revenues

Abacus WebStart takes your travel expertise into the internet, tapping into the online market. Your business revenue growth exceeds greater than you can with only an offline business.

Enhanced customer satisfaction

Abacus WebStart is designed to help you reach out to your customers in every aspect of their travel experience. The customer-focused internet booking engine allows them to search and shop for the best travel deals. Furthermore, your customers can also receive their travel itinerary information through email upon confirmation.

Excellent customer service

Having an online business means your customers can reach you round-the-clock. Abacus WebStart helps you engage them anytime, anywhere, with the same high level of expertise and service.

Improved productivity

Through the use of advanced technology and intuitive workflows that streamline the whole booking process, long hours of passenger servicing time on reservations is no longer necessary. Your consultants can now handle more complex customer enquiries and deliver higher returns.

Key components and benefits

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Shopping	
<p>Air Content</p> <ul style="list-style-type: none"> Availability of Abacus GDS fares, together with Abacus market and agency net fare contents <p>Hotel Content</p> <ul style="list-style-type: none"> Over 93,000 hotel properties across over 300 chains globally <p>Air Shopping Component</p> <ul style="list-style-type: none"> 4 simple booking steps for various passenger types One-way, round trip, multi-destination and fixed dates itineraries 	<ul style="list-style-type: none"> View fare rules, total fare with taxes breakdown in a single form Request for lower fare email facility <p>Hotel Shopping Component</p> <ul style="list-style-type: none"> 5 simple steps for purchasing Search by hotel names and AJAX function with locations reflected on Google map Returns up to 99 hotel recommendations in a single transaction
Booking Components	
<ul style="list-style-type: none"> Review itinerary before confirmation of booking Purchase flight with confirmed seat availability No re-entry of passenger data for registered passenger while booking Special service requests selector 	<ul style="list-style-type: none"> Make purchase and pay online View confirmation at the final booking step and receive a copy sent via email or view travel itinerary directly via Abacus VirtuallyThere
Ticketing Components	
<ul style="list-style-type: none"> Auto-ticket offline via Abacus TicketingExpress with confirmed payment online 	<ul style="list-style-type: none"> Various ticketing methods and multiple queue system for online booking
Other Components	
<p>Web Content Publishing</p> <ul style="list-style-type: none"> Fully integrated Web Content Management System (WCMS) and built-in Search Engine Optimisation (SEO) Track visitors traffic with Google Analytics <p>Look and Feel</p> <ul style="list-style-type: none"> Clean and user-friendly graphical user interface with multiple languages and dual currencies support Support plugin standard size IBE or mini widget to your existing website Customisable routes and airline partners to sell <p>Security</p> <ul style="list-style-type: none"> Protected by one of the most trusted digital certificate providers on the web, Thawte® 256SSL certificate <p>Markup and markdown facility</p> <ul style="list-style-type: none"> By different PTCs, airlines, price range and credit cards for online payments 	<ul style="list-style-type: none"> Individual markup and markdown for Abacus FareX and Abacus SmartPrice Define markup and markdown for domestic and international itinerary in either fixed or percentage values Toggle on/off service fee charges display Rounding up and down to total surcharges <p>Online Payment Service</p> <ul style="list-style-type: none"> Payment accepted through a secured online payment system with data encryption, real-time advanced fraud alert and detection, 3D Secure Protocol <p>Mobile-enabled</p> <ul style="list-style-type: none"> Optimised Abacus WebStart interface for mobile devices <p>Service</p> <ul style="list-style-type: none"> Easy access to information via agent administrative control panel

You may also want to consider other relevant Abacus solutions like:
 Abacus FareX
 Abacus TicketingExpress
 Abacus VirtuallyThere
 Abacus WorkSpace

To find out more,
 please contact your local
 Abacus National Marketing Company

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Brunei Darussalam	Tel: 673 224 2404
Cambodia	Tel: 855 23 216 748/773
China	Tel: 86 10 8446 5300
East Timor	Tel: 62 361 766 606/186
Hong Kong	Tel: 852 2960 8888
India	Tel: 91 22 6650 4000
Indonesia	Tel: 62 21 275 3 5399
Kazakhstan	Tel: 7 727 312 1717
Korea	Tel: 82 2 2127 8900
Kyrgyzstan	Tel: 7 727 312 1717
Laos	Tel: 66 2 684 1700
Macau	Tel: 852 2960 8888
Malaysia	Tel: 60 3 9145 2000
Myanmar	Tel: 959 730 50 394/5/6
Nepal	Tel: 977 1 443 0946
Pakistan	Tel: 92 21 111 707 786
Philippines	Tel: 63 2 848 3890/3
Singapore	Tel: 65 6324 2234
Sri Lanka	Tel: 94 115 575 054
Taiwan	Tel: 886 2 2751 6988
Tajikistan	Tel: 7 727 312 1717
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