

## CUSTOMER SUCCESS STORY



Independent Software Vendor  
[www.resmarksystems.com](http://www.resmarksystems.com)

### OVERVIEW

#### + Challenges

- Offering tour operators actionable business intelligence based on each operator's unique customer data
- Facilitating customers' ability to create custom reports
- Analyzing core operational data from bookings, accounting, and finance to marketing, sales, and operations

#### + Solution

From the first click on a webpage through post-tour communications, Resmark helps tour operators use information about their clients more effectively. Integrating with JReport has allowed Resmark to take its solution to the next level, by empowering users with meaningful reports that influence every facet of their business.

## The Perfect Reservation Agent

Adventure tour operator software company implements JReport to help inspire travelers to book their dream vacations.

### ADVENTURES AWAIT

In many ways, adventure travel has become the new mainstream travel. Travelers today seek meaningful and transformative voyages that offer deeper insight into themselves and the world around them. Savvy adventure tour companies tap into that desire and target their marketing of incredible travel experiences to unique audiences.

Resmark Systems is a leading tour operator software solution that empowers adventure tour companies to optimize the entire dream vacation creation process by tapping into their own customer databases. The company enables tour organizers who lack marketing resources to quickly set up targeted marketing campaigns using the wealth of information the system stores about each customer's travelers.

However, collecting the data that is needed to power an innovative marketing-as-a-service solution can be time- and resource-consuming. In response, Resmark Systems Founder, Brandon Lake, wanted to replace manually intensive processes with automated ones and enable better reporting and visualization of key information to provide deeper marketing insights for Resmark Systems users.

## OVERVIEW CONTINUED

### + Benefits

- Enhanced connectivity to diverse data sources for a holistic view of each client's tour business
- Improved decision making through better access to business intelligence
- Increased conversion rates of up to 200% because of more successful targeted marketing campaigns
- Amplified ability to scale to any workload because JReport easily processes large amounts of data

### + Technologies at a Glance

- JReport Server Live
- Ad Hoc Reporting
- JReport Designer

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+ **Brandon Lake**  
Founder of Resmark Systems



## SUPPORTING THE ENTIRE VACATION LIFECYCLE

Developed by tour operators for tour operators, Resmark software offers something not found in other reservation systems – a full experience engine for travelers. Resmark automatically guides vacationers through the five stages of travel: Inspiration, booking, anticipation, experience, and sharing.

Resmark helps inspire today's adventure travelers and gives tour companies better sales lead quality through robust lead generation and easy integration with social media. Once travelers are ready to book a trip, Resmark provides advanced features for online and phone booking, improving the overall guest experience while reducing the time and effort to complete the purchase cycle.

Delivering this kind of high-touch, personalized experience is a function of leveraging customer data from a number of systems and touch points. In the past, tour operators relied on disparate systems to collect data for trip creation and marketing. The tedious task of combing through email, paper records and Excel spreadsheets from different departments took valuable time away from actually getting a trip to market. Also a lack of insight into changing customer tastes meant that companies lacked the agility to quickly match their product offerings to these trends, such as a faraway cruise, a cycling trip through the Alps, or a “staycation.”

Resmark wanted to help solve these issues by providing seamless data collection and better reporting and visualization to create a superior experience for users and more value for tour companies. They undertook the search to find an agile reporting tool that would help customers make sense of information across the entire operation from bookings to accounts receivable.

## CLEAR REPORTS GIVE ACTIONABLE BUSINESS INSIGHT

After evaluating a number of different options, Resmark chose JReport because of its simplicity and versatility. With JReport, the company can offer an embedded reporting tool that is flexible enough to use across all of its users' core functions such as bookings, accounting, finance, marketing, sales, and operations. In addition, the reporting user interface (UI) is intuitive enough for anyone to create and run reports with little or no training.

Resmark customers use advanced reporting to help them better understand the key metrics driving their businesses. If fewer people are booking a particular trip type, diving deep into the marketing and accounting data may give a company answers as to reasons why. Ultimately this helps tour operators determine how to change a trip to become a best seller.

With JReport, Resmark has a robust and intuitive reporting solution that seamlessly integrates with its existing software and data sources. The versatile software gives Resmark users the ability to build and generate many different kinds of reports, with multiple data sources from one unified dashboard.

Resmark makes it easy for users to gather customer information and JReport helps leverage that data to make meaningful discoveries by presenting it visually, intuitively, and interactively. For example, tour companies can now create marketing reports to measure advertising effectiveness or to review social media

engagement. At the same time, they can develop operations reports to explore booking data by day or by destination for deeper insights and smarter decision making.

“In-depth and detailed reporting is an essential piece of any good customer-oriented solution,” Lake says. “JReport makes it easy to explore and visualize data in a number of new ways that enhance decision making for our users and our own processes.”

As important, the JReport look and feel is completely customizable, enabling Resmark to match the exact look and feel of its existing UI, providing users a familiar interface to work from and eliminating the need for training on a new tool. Additionally, JReport’s high performance and ability to scale to any workload allows it to easily process large amounts of user data as well as to readily accommodate any new application demands as Resmark and its clients continue to grow.

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### REPORTING TOOL SAVES VALUABLE TIME FOR TRIP CREATION

The addition of improved reporting with JReport has amplified the growth of Resmark across the adventure tourism industry. Now, Resmark clients spend less time searching for data trends, diagnosing challenges, and analyzing the areas of their businesses that are working successfully.

Customers have more time to focus on improving the tours themselves for greater sell-through and higher customer satisfaction. In addition, tour operators are empowered to make smarter choices about how to allocate marketing dollars to

pull in the best possible prospective customers for growing their businesses, resulting in a 200% increase in overall conversion rates.

With JReport, Resmark customers take advantage of user-friendly features like detailed drill downs, that make it a snap for them to get a more granular view of their data and a clearer picture of their business. Additionally, end users are able to intuitively apply on-screen filters and slider controls to instantly explore information from new viewpoints.

According to Lake, JReport’s ability to provide best-in-class reporting to online travel agencies is helping Resmark offer a leading marketing tool to its customers that exceeds all expectations. “Our users have been able to make better decisions because of the data that they have at their fingertips with JReport,” Lake says. “These reports can play a defining role in the strategic direction any one of our operators take.”



Resmark Systems is a marketing, reservation management, and back office platform that allows customers to book trips online day or night. Targeted to the needs of large or small tour operators, many of whom have complex product offerings, the system reduces labor costs while at the same time enabling reservationists to spend more time converting phone inquiries to sales.

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JReport is an embeddable Java-based BI solution for the enterprise that empowers users to create reports, dashboards, and data analysis on cloud, big data, and transactional databases. Through embedded data visualization, users can self-service their own reporting and data discovery all from within their applications. Self-service data analysis capabilities are enabled by in-memory technologies and easily transform business data into agile visualizations. Powerful, seamlessly embedded BI has never been easier.

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