



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 so as to ensure a virtual presence for their online 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, quickly and with low investment required. Being a customer-focused internet booking engine, Abacus WebStart allows your online store to be tailored according to your customers' needs and objectives; thus, you can look forward to continued patronage and higher revenues.

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.

Enhance 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 of ticket purchase.

Excellent customer service

Having an online business means your customers can reach you throughout the clock. Abacus WebStart helps you to engage them anytime, anywhere, with the same expertise and service. In addition, customer service is further improved as your customers receive location maps when searching for their preferred hotels and places of interests.

Improve productivity

Your travel consultants are able to improve productivity as Abacus WebStart has the capability to simultaneously display full information such as airfares and availability of seats. With workflow efficiency, your consultants can now handle more customer enquiries and deliver higher returns.

Call us now

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

Abacus International Pte Ltd
3 Tampines Central 1
Abacus Plaza, #08-01
Singapore 529540

Tel: (65) 6426 0066
Fax: (65) 6426 0088
www.abacus.com.sg
Co. Reg. No.: 199707985K

National Marketing Companies

- Bangladesh Tel: 880-2-815 5502/5
- Brunei Darussalam Tel: 673-224 2404
- Cambodia Tel: 855-23-216 748/773
- China Tel: 86-10-5878 7000
- East Timor Tel: 62-362-766 606/186
- Hong Kong Tel: 852-2960 8888
- India Tel: 91-22-6650 4000
- Indonesia Tel: 62-21-2753 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: 60-3-9281 4755
- Myanmar Tel: 95-1-725 339
- Nepal Tel: 977-1-424 8622
- Pakistan Tel: 92-21-536 0961
- Philippines Tel: 63-2-848 3890/3
- Singapore Tel: 65-6324 2234
- Sri Lanka Tel: 94-1 15-575 054
- Taiwan Tel: 886-2-2751 6988
- Tajikistan Tel: 7-727-312 1717
- Thailand Tel: 66-2-684 1700
- Vietnam Tel: 84-4-943 1975

Develop online revenue opportunities

Abacus WebStart enables your business to experience greater business opportunities with:

Full site management

The site manager feature allows you to have complete control of your booking engine. In addition, you have the ability to configure your site, load into production and modify anytime you want.

Access to negotiated fares

Abacus WebStart gives your customers extensive fares searching and pricing capabilities. This tool allows your customers access to the lowest airfare among both negotiated and published fares; enabling them to the best travel deals and ensuring repeat business.

Air/Hotel module links

These modules can be placed directly on your online business homepage, allowing your customers to shop for air or hotel information by entering their search criteria.

Graphical seat map displays

With a graphical display of the seats available, your customers will be more satisfied and delighted that they are able to choose their desired seats at their fingertips.

Multiple options

Numerous checkout, ticketing and delivery options are yet another convenient feature of your website, which you can offer to customers.



Site manager log-in page



Configuration of the Internet Booking Engine



Integration with your existing website



Start growing your business online with Abacus WebStart.