

Chauntry

Chauntry was formed in 1991 in a management buyout from GPT Data Systems. Since then it has further developed the software products, building up a strong base of over 30 travel customers, including many blue chip companies.

One of Chauntry's first customers was, and still is, Holiday Extras, the UK's market leader in airport hotels, parking and lounges. Holiday Extras handles over 3 million passengers a year and Chauntry provides all the reservation and website technology for this very successful company.

Chauntry markets itself as a service rather than a product provider. It works closely with its customers to deliver the system they want. Optional or customer specific modules are built around the **Explorer** core application and this approach can handle diverse travel businesses, such as package tour operators, bedbanks, hotel reservations, holiday extras, insurance, car rental and tourist boards. With a proud heritage of delivering software for the holiday add-on market, Chauntry also includes leading tour operators like Bales, Ramblers, Highlife Breaks and Travelscope on its customer list.

Explorer's key markets are tour operators, holiday add-ons, hotel groups and bedbanks. The wide functionality is best suited to mid to large companies. For holiday add-on customers, Chauntry is able to offer a transaction based pricing option as an alternative to the more traditional licence fee model.

Explorer supports a wide range of system interfaces for both sourcing product and selling product via third parties and intermediaries. Interfaces include XML, email and SMS. Chauntry is particularly proud of its third-party interfaces, such as partner (white label) websites, that can be easily and quickly managed by its customers. With a shopping basket approach, the websites provide total flexibility and control on what products are offered across different sales channels. With an optional yield pricing module, Explorer can also support viewdata for travel agent distribution, as well as secure agent login on websites.

Building on its experience of developing and interfacing to customer websites, Chauntry will be launching a new, browser based interface to Explorer. Using an XML API, this option will give customers greater flexibility in designing their system interface. Ideally suited to a call centre environment, the browser will share content between the call centre and consumer and agent facing websites. This development compliments the recent introduction of SQL for the data store and includes a content management system.

With over 4.7 million bookings worth over half a billion pounds being made on Chauntry systems in a year, covering all travel sectors, its not just tour operators that should take a look at what Chauntry (Stand 204) can offer.

