

Nettec is the First Choice for Delivering online Late Deals and Discounted Package Holidays

Submitted by: Nettec

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Nettec, the content-managed corporate portals specialist, in partnership with First Choice Holidays plc, have designed and built an in-depth fully transactional holiday booking site for late deals and discounted holidays. The application, built using Coldfusion generated XML, incorporates information from both the Gemini booking engine and First Choice's own Publishing Database allowing users to specify their precise holiday requirements. The Nettec system also gives users the option to amend their room or flight selection, choose extras such as pre-bookable seating, book car hire and even arrange holiday insurance.

Alun Williams, Head of e-Commerce, First Choice said, "Site traffic has increased by 60 per cent since the recent launch of 'Holiday Deals', the new online booking service via our award-winning website <http://www.firstchoice.co.uk>. The simplicity of the new service enables our customers to book a Holiday Deal using only seven mouse clicks, and 85 per cent of them are opting to pay online. The Nettec built search facility is quick and easy to use. It retrieves the latest offers with real-time availability from thousands of holidays across numerous resorts - we also offer our customers the ability to tailor their holiday to their own individual needs. The online options include alternative flight times, flight upgrades, alternative room types, pre-bookable seating and car hire. These options have radically transformed the way in which our customers plan and buy their holidays."

Thomas Nikolopoulos, UK Managing Director at Nettec said, "Allowing customers to complete their own online holiday booking form provides a substantial increase in usability and functionality. A major objective was to enable the user to tailor standard holiday packages to suit their individual needs, instantly informing them online of any changes in the price. Also, the use of XML throughout the application provided the ability to separate the business logic from the presentation enabling Nettec to alter the look and feel of the site whilst retaining core functionality. This has proved essential to the re-branding the application for First Choice's subsidiary brands."

Notes to Editor

About Nettec

Nettec plc designs, builds and supports content-managed corporate portals, partnering with the world's leading software companies, selecting best-in-class technology to deliver the most cost-effective business fit. Nettec's modular solutions, whether bespoke or off-the-shelf, can comprise content management, application integration, web services and application support. Nettec's award winning design and technical expertise encompasses web development, mobile communications, interactive TV, J2EE and desktop technologies. A small selection of clients include: AXA Investment Managers, Deutsche Bank AG, First Choice Holidays plc, Interflora, News International plc, Superdrug and The Capita Group.

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