

bookingkit has tripled the range of products it offers, now targeting B2B customers as well

Berlin, June 13th 2017. During the second quarter of 2017, the online booking and management software bookingkit has evolved into one of the most comprehensive management solutions for the tour and activity sector in all of Europe by extensively upgrading its functions. By implementing a series of software updates and integrating a business-to-business sales tool, the Berlin-based company has succeeded in expanding its scope of services threefold. As it combines a variety of different functions on one single platform, bookingkit clearly stands out from the competition, enabling providers of tours and activities to completely switch over to the digital world.

“In order to tackle the task of digitalising an industry, it is not only necessary to think out-of-the-box: you also have to unite all of the providers with their hugely varying sizes, strategies and thematic focus areas behind you. That is why bookingkit is not only one of the most comprehensive solutions in all of Europe as far as its functions are concerned: it is also the most diverse with regard to what it strives to achieve,” says Lukas C. C. Hempel, the managing director of bookingkit.

Sales turnover with business customers reaches 50 percent

In the meantime, bookings by companies account for a share of 50 percent and thus constitute a crucial business foundation for many tour and activity providers – that is where the new business-to-business sales tool of bookingkit comes into play: it provides reliable access with rapid response times, also offering formal bid tendering processes and expanded group management. Additional important features, such as discount and reservation options during the bid tendering process, supplement the tool.

Manual invoice reconciliation a thing of the past

Thanks to a feature that is still quite unique, bookingkit counteracts the biggest “time guzzler” of the industry – manual balancing in the case of payment on account. With the aid of a special fiduciary procedure and the OpenInvoice upgrade that was recently implemented, it is possible to automatically determine the current status of an invoice and display it within the bookingkit solution. “If you have ever combed through your bank account statements looking for one single item, you can image the time and effort involved when hundreds of bookings are involved. But now bookingkit makes automatic invoice reconciliation possible,” explains Hempel.

Efficiency pressure necessitates clever resource planning

The increasing level of professionalism in certain branches of the tour and activity industry, such as cooking schools or escape games, has resulted in tremendous efficiency pressure and thus the necessity for optimal planning and capacity exploitation of available resources. “Hardly any tour

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operator or activity provider can afford to not make full use of his office space, personnel, vehicles etc, when he is being inundated with bookings at the same time. In this context, we deploy clever allotment methods, additional sales channels and an innovative resource management system," explains Lukas C. C. Hempel.

Simple and productive

In spite of the functional upgrades, bookingkit is still easy to operate thanks to its modular structure; it covers the entire range of tour and activity providers of all sizes – from city tour guides to amusement parks. The system is ready to use within a matter of minutes, which is ultimately why it is also an ideal option for start-up companies as well as for well-established companies striving to efficiently cope with the onslaught of customers that seasonal business brings. It is possible to implement professional workflows with just a few clicks, including website integration, automatic e-mail and ticket forwarding, selection of the most important payment options and customized coupon offers.

About bookingkit

bookingkit is the German market leader in the area of booking and management software for providers of experiences. The startup enables activity providers in the leisure industry to digitize their business operations. The software developed by bookingkit allows a high degree of automation in managing a wide range of leisure activities and can be implemented in a provider's website as a ready-to-use solution. bookingkit supports customers in a unique way with sales, marketing and processing their activities as well as in managing their company.

As a channel manager and technology platform, bookingkit also gives (online) travel agencies and marketplaces the opportunity to access a digitized inventory, allowing for automated booking of leisure activities in real time.

bookingkit, with its head office in Berlin, was founded in 2014 by Christoph Kruse and Lukas C.C. Hempel.

Further information is available at <https://bookingkit.net/press/>.

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