

Case Study :: Ticket Xpress



Business Challenge

TicketXpress Ltd. is a wholly owned subsidiary of RND Holdings Ltd, a Bahamian owned, publicly traded company delivering ticketing transaction service offerings to airlines, hotels, special events, venues and public utilities. TicketXpress' customers needed a way to automate their ticketing processes across multiple disparate locations. They also needed access to a robust reporting system in order to track real-time sales in multiple locations simultaneously.

The POWERi Solution

The TicketXpress web-based application is a Universal Transaction Processing System capable of efficiently and reliably processing transactions for a variety of products and services, including: Attractions, Events, Hotel and Airline reservations and Cellular Phone Card replenishment. The POWERi developed solution included interfaces for the TicketXpress call center, touch screen and computer screen for kiosks and point of sale outlets, and a robust management reporting system that generates on demand billing and audit reports.

The POWERi design and development team completed this project through a series of phased deliverables over 12 months, and has released a series of new releases over the last 3 years. After launching the new site, POWERi was retained to host and maintain the site and to manage a search engine optimization program designed to increase qualified search traffic and conversions.

The Results

The TicketXpress solution has been implemented in 10 point of sale locations in the Bahamas. Additionally, the Airline reservation module is being used by Western Air, a regional inter-island airliner, as their exclusive ticketing and yield/inventory management application. The TicketXpress application is currently responsible for generating over \$15 million dollars of sales for the various TicketXpress entities and clients. The POWERi solution has enabled these TicketXpress customers to migrate from a set of paper based ticketing applications to a digital web-based solution that allows for real-time inventory and pricing management and auditing, while significantly reducing losses from pilferage.



visit: www.TicketXpressBahamas.com



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