

**Showcasing All New Zealand Tourism
Has To Offer**



showcase
workshop

Tourism Results New Zealand are passionate about everything New Zealand.

If you're visiting or exploring New Zealand, there's a great chance you'll partake in some amazing experiences. There's an even greater chance that you'll end up visiting one of the experiences, activities, or accommodation spots that TRNZ has played a part in promoting.

With over 50 years experience in the Tourism industry, [Tourism Results New Zealand](#) is a specialist tourism sales and marketing consultancy company, who specialize in promoting NZ accommodation and activities (via travel wholesalers and inbound tour operators) to visitors to our wonderful country.

Sally Lowe and Jason Baker, the team behind Showcase at TRNZ, lovingly describe working at TRNZ as "basically the dream job – promoting where to go and what to do in NZ and meeting like-minded travel experts along the way."

TRNZ's customers reach far and wide all over New Zealand and the world. They're usually selling New Zealand as a destination and are interested in hearing about the wide range of accommodation and activities they can reach through Tourism Results.

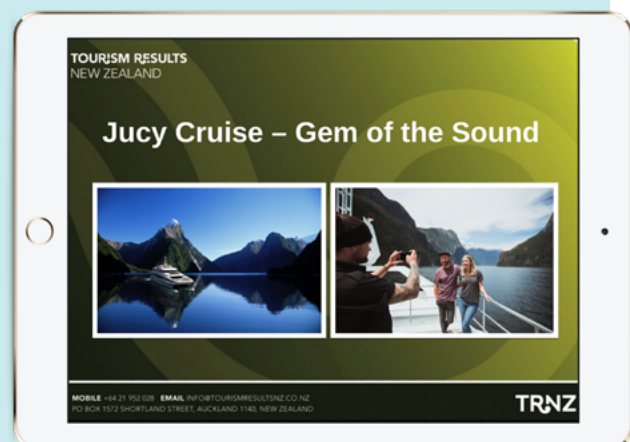
TRNZ and Showcase.

TRNZ think of themselves as "the sales arm of each business they represent", which can lead them to working with and assisting a huge variety of businesses all over the world.

With the different levels of representation that they provide, their day to day work can range to whatever the client is interested in; for example a larger client will see TRNZ doing trade shows and international sales trips focussing solely on the client. Smaller clients may work with them to assist with introductions and building relationships, to organising agent familiarisation trips to experience their range of products.

Previously they'd primarily been using PowerPoint to present to each client, and "just hoping for the best" admits Sally. As they had a few different areas to cover with each customer, using a number of separate Powerpoint presentations would often not allow for all of their products to be shown, and switching between the PowerPoints was difficult to organise efficiently.

Something needed to change. Insert Showcase Workshop!



This case study is issued by Showcase Software Limited and may not be reproduced in whole or in part without prior written consent from Showcase. The information contained in this case study is correct at time of publication. The details may be subject to change without notification. Tourism Results New Zealand and the TRNZ logo are the property of Tourism Results New Zealand. Showcase Software Limited 2019.



showcase
workshop

They needed a platform that would successfully handle all their products and services and was super user friendly. Being that the team creating and dealing with these presentations was on the smaller side, it was imperative that the new product that would be both quick and easy to manage, and wouldn't crash when they were in the middle of a killer presentation!

TRNZ discovered that another business they were dealing with was already using Showcase Workshop. After some helpful discussions and a glowing recommendation, they knew it was going to be perfect for Tourism Results and their clients.

The organization and structure of their showcases was really important, to maximise the amount of information and products they needed to include.

"We wanted everything we needed to sell our products in one place – our layout allows us to go straight to whichever product our customer is interested in and have the images, product details, video etc all together"

It's also made it easy for TRNZ to translate different products into a Showcase and travel the world with these translated presentations. One click of a button and you have all the Portuguese translated product details, and other click and you are working in Spanish. Muy bien!

The Tourism Results team is geographically spread out, and working remotely from the rest of the team can let things fall through the cracks sometimes - how can you ensure that you're all working with the exact same material? Sally and Jason found that implementing Showcase as their main presentation tool has effectively wiped out these communication and content mishaps.

"Showcase offers that level of professionalism we haven't had with our presentations before.

We would have to go back to the old fashioned way, which just doesn't work"



"It offers us the security in knowing we are all working with the most up to date information. As one click of a button alerts each of the three users that there are updates ready to download. They just need to get to wifi and synch (and it's all taken care of). Previously if they needed to update a PPT it was time consuming (and often put in the "too hard" basket)."

"This proved really handy on a recent sales trip to South America that Jason was on. An update was urgently required to one of our products. Previously I would have had to send a

This case study is issued by Showcase Software Limited and may not be reproduced in whole or in part without prior written consent from Showcase. The information contained in this case study is correct at time of publication. The details may be subject to change without notification. Tourism Results New Zealand and the TRNZ logo are the property of Tourism Results New Zealand. Showcase Software Limited 2019.



showcase
workshop

large PowerPoint file via a file transfer service and just hope that there was a good enough connection for him to be able to download. Showcase makes it so simple – one click and it was good to go!”

Being able to use Showcases built in sharing features is a huge part of what makes TRNZ’s presentations so effective and immediately beneficial to their customers. Previously their staff would have to wait until details were passed onto correct person after the meeting, and they sent details off later – things can often get forgotten or sent too late in this kind of situation.

Sharing their content from directly within the showcase while they’re going through the presentation not only saves time and keeps everything running smoothly, but it allows the customer to leave with all the information they need already waiting for them in an email.

Sally can also keep a close eye on the showcase reporting analytics and see what files and emails have been opened, and if their customers are actively reading and engaging with the information they’ve been sent.

Working with Showcase has allowed TRNZ to put the PowerPoint slideshows and piles of paperwork behind them, and reap the benefits of working with modern technology. There’s no need to be sharing an office or passing around a USB 24/7 – Showcase is accessible everywhere and anywhere.

If you’re interested in seeing how Showcase can help your business move into the future and leave old school processes in the dust – [schedule a demo with us today.](#)

