

AdventureFree Customer Success Story

Speed Up The Booking Process With Rezdy

AdventureFree is an Australian adventure tour agency and destination specialist. Through their websites, consumers are able to find, compare, and book tours they will love, all throughout the country.



As the Sales and Marketing Manager, Jarad Higgins manages the sales team, the development of new brands, and the strategy and execution of marketing strategies.

The business has grown at a healthy rate. With a total of 6 brands in just 3 years, AdventureFree now manages a large portfolio of niche tour operators.

However, they previously had trouble trying to confirm bookings with their operators, because each one had a different way of taking bookings.

"As an agent specialising in niche tour products we found initially that operators were using outdated systems or, even paper based booking systems which made the booking process with operators both longer and less efficient. It also meant we would need to contact operators in order to adjust bookings we had already made."

He knew that this wasn't an effective way to scale the business.

"If we had not fixed this problem, the business would have needed more staff due to an inefficient booking process – which would have increased wage costs as well as our need for a larger office space."

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Jarad says that building closer ties to Rezdy has had additional benefits. Not only did it speed up the booking process, but it allowed them to offer more products, and upsells to their customers.

"We settled on Rezdy due to its widespread adoption by operators – but after discovering Rezdy this way, we have now encouraged other operators to use it, as well as discovered new operators."

He began to implement Rezdy into the business.

"We started implementing Rezdy into our booking process for many of our operators' tours that use it, and found it relatively simple. It is quite intuitive and very pictorial, particularly since the last update."

With Rezdy, AdventureFree is able to offer a much quicker booking process to their customers, with minimum hassle for staff and operators.

"Before Rezdy all bookings required calls to operators, which takes up more time for both us and them. As Sales Manager it was hard to train all staff in all booking systems used by operators (or lack of systems). Now, with Rezdy, training is quicker and we find Rezdy is also intuitive to use which helps as well."



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Rezdy allows AdventureFree to expand their offering and become more efficient.

"Since deploying Rezdy, we have discovered new operators and gained immeasurable savings in time and thus wages costs."

Jarad finds that Rezdy's technology is packed with features that are beneficial to his business.

"There are 3 main features I love about Rezdy:

- Ease of use – no one wants to be annoyed while trying to use something that is meant to be saving them time;
- Modern and clean design;
- API Access – the ability to use 'widgets' or API access allows custom integrations and uses, and really fires up the imagination in how to make the best of Rezdy"

In fact, Jarad has future plans for a tighter integration between Rezdy and AdventureFree.

"In future, we plan on integrating our CRM with Rezdy to enable the checking of availability from within our own system, again providing time savings."

In Rezdy, AdventureFree has found the best booking technology for their specific needs.

"We have had the best experience with Rezdy out of other similar products and services. What is important is a large client base, a broad suite of products, modern and regularly updated software, as well as prompt and responsive customer service."

Jarad is so happy with his results that he would gladly recommend Rezdy to other businesses like his.

"The single biggest reason I would recommend Rezdy is the ease of use bolstered by the customer service. The support team listen, engage, and are keen to accommodate and please."



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