



## **Time Pursuit online booking software sends sales soaring**

### **Open Frontiers unveils a powerful new business tool as it launches Time Pursuit, the latest software technology for real-time online leisure bookings**

Successful booking services should enhance the customer experience. For many leisure businesses, the way bookings are managed could be the key to great sales figures. If it's quick, easy and efficient and the customer gets what they want, it will grow your bottom line.

Simple design with enhanced function is at the heart of Time Pursuit, created to meet the needs of all users; head office, on-site, telesales, and most importantly, the online consumer. Working in real-time, each user can trust the system to deliver. Open Frontiers see Time Pursuit as an eco-system, connecting users through a series of end-to-end processes. In other words, it becomes the 'beating heart' of your business. As this tried and trusted web-based booking and customer management tool is completely configurable, Time Pursuit is ready to meet the differing needs of any leisure operator.

Time Pursuit was originally conceived as a bespoke project for the forest based adventure company, Go Ape. The brief was to build a latest generation software package that could deliver a robust solution for the ever increasing and complex demands of real-time, online bookings across multiple channels, for multiple sites. Go Ape has now welcomed its millionth customer, processed more than £20million of business through the system and is now the UK's fastest growing leisure company (listed in Sunday Times Fast Track 100, 2008). **Paul Rossiter, Finance Director at Go Ape said:** *"Time Pursuit has proven to be an excellent booking and sales management system for our business since it first launched in Jan 2007. It has underpinned our substantial 130% growth in business over the last 2 years".*

With this under its belt, no wonder Open Frontier's is now introducing Time Pursuit to the wider leisure market. As of January 2009, leisure operators seeking to improve sales and customer service through an advanced web-based booking system can now capitalise on the Time Pursuit concept. Impressively, advanced talks are already underway with some significant leisure enterprises looking to implement online booking and ticketing systems this year.

Time Pursuit can enhance the customer experience and boost sales for a vast range of leisure companies, from paint-balling and bungee-jumping to museums and theme parks. Using sophisticated 'shopping basket' technology, customers have the freedom and choice to select admissions, activities, services, merchandise and gift vouchers at their convenience. All this rich functionality is packaged into a simple pricing plan that makes Time Pursuit relevant to a wide array of leisure operators from the smallest local enterprise to large international organisations.

Established by husband and wife team Oliver and Katy Wigdahl, Open Frontiers is a sales and distribution consultancy near Cambridge that breathes new life and creativity into revenue management and growth. Oliver's high-flying career in the airline industry brings with it years of commercial experience and operational management, while Katy has a fast paced background in FMCG (Unilever), consulting expertise on the SAP accounting system, and a top ten worldwide accolade from the Chartered Institute of Management Accountants. As company directors, their combined knowledge and high-level management experience has taught them all there is to know about profiting through making customers happy. Open Frontiers works in a very close relationship with its developers P1 Technology Partners (a Microsoft Gold Partner), and with support from its experienced line-up of commercial associates, the impressive team is complete.

Time Pursuit, is fundamentally rooted to the premise that happy customers are crucial to a successful business. Oliver confirms:

*"Time Pursuit drives up-front commitment, mitigating the impact from fair weather visitors. It makes the customer booking & processing experience, for all concerned, consistent, reliable, friendly and above all, easy. We really think it embraces the concept of good quality service. Ultimately it empowers companies to deliver on customer expectations."*

## **Notes to Editors**

- For further information, visit [www.openfrontiers.co.uk](http://www.openfrontiers.co.uk) and [www.timepursuit.com](http://www.timepursuit.com)
- Open Frontiers offers a white labelling facility enabling customers to make the booking system on-brand
- Time Pursuit is currently used in study projects at Cambridge University, Judge Business School and the University of East Anglia Business School
- The Go Ape project case study and extended biographies available on request
- Further technical details are available on request.

## **Ends**

For further information, interviews and images please contact Honey PR

T: 01223 241770 E: [suzie@honeypr.com](mailto:suzie@honeypr.com)