

## There's no language business like hospitality for e21Software

### the challenge

Who would have thought that a company situated on the edge of the Lake District with just four staff is a global player in software development and Internet services.

e21Software in Carlisle was created in 2002 by a team of experienced professionals with an impressive track record in software, travel and hospitality. Robert Jones, managing director and his team identified a need to develop a product aimed at the hospitality industry where online reservation solutions and property management systems were merged to provide one application which had multi-lingual and multi-currency capabilities, offer excellent customer service and be sold around the world.

### the solution

Today's traveller is more independent when it comes to booking a holiday or business trip and the Internet has never been so widely used. Online reservations and booking systems are a vital part of any hotel business.

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Unlike other systems, e21's unique software supports up to 13 languages, which means even the smallest of hotels can instantly become an international travel and tourism business.

“From a language point of view the software can provide an English hotel with facilities for a Japanese guest to book online in Japanese,” commented Robert Jones. “When the booking is confirmed the hotel identifies this as being a Japanese booking and all other documentation such as invoicing and check-in forms are translated into that language, which in turn provides a higher standard of customer service.

What's more you don't have to be an IT specialist to use it. It's simply downloaded from the Internet and installed. Hospitality groups with operations in multiple countries can use one product, therefore reducing training costs and standardising improved customer service, rather than use different products in each country.”

However not all customers need all languages. What e21Software identified was that if language was used correctly and by looking at local market needs it can generate business. “Spain is a very language proud area,” said Robert, “with people in the Costa Brava region adamant about speaking Catalan. We produced software for Costa Brava in Catalan for all the potential retailers in that area to put into their properties.”



### the benefits

e21Software has developed a product which will grow from strength to strength, not only within the hospitality sector but in other industries where the Internet and languages both play a crucial part. The company is looking to expand its staff to 10 by the end of the 2005 and opening a second office in the UK, with possibly an operation in Spain and the US. “The use of language is one of the key drivers in our business. It's our reason for being,” added Robert. “Without it we wouldn't have a business.”

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For more information about **Regional Language Network North West** please contact email [info@rln-northwest.com](mailto:info@rln-northwest.com) or visit the **website at [www.rln-northwest.com](http://www.rln-northwest.com)**

For more information about **e21Software** and **accommres** please contact **Robert Jones** on +44 8700 112 853, or visit [www.e21software.com](http://www.e21software.com)