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SEALINK'S TICKETING SYSTEM PROVIDES SMOOTH SAILING

Frequent travellers on SeaLink will welcome the recent installation of a new ticketing system. The new, more efficient system has eliminated the need for customers to pre-report for the return leg of their journey.

This installation was instigated following customer feedback received after an Australian ticketing system was introduced and processes were reviewed, resulting in this much more user-friendly system.

Donna Gauci, Sales & Marketing Manager for SeaLink explains, "We listened to our customers and have now upgraded our ticketing system. In the first few weeks of operation we have vastly improved handling efficiencies and seen many more happy customers."

Gauci adds that SeaLink recently achieved Qualmark™ accreditation and as part of its commitment to customer service, systems are under continual review and customer feedback is encouraged.

SeaLink is actively taking a new direction for the business with a focus and drive to grow the tourism market for both Waiheke and Great Barrier. The company launched SeaLink Holidays with a new brochure in September, is currently involved in extensive radio and press advertising including a promotional offer with the Herald on Sunday with an aim to generate tourism for both islands through the new service. Its sales centre operates seven days a week and it recently appointed an Onboard Service Manager to focus on customer service and product delivery.

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Prepared on behalf of SeaLink by *the pr shop*. For further information, interviews, brochures or visual material, please contact Pippa Lekner on (09) 368 1078, 021 500 760 or email pippa@theprshop.co.nz

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