



Press Release

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World Access Canada Partners with Softvoyage

First to Offer Fully Integrated Travel Insurance Products Within Booking Engines of Softvoyage Customers

World Access Canada has pioneered a leading-edge travel insurance solution for online travel companies who are looking to maximize profits while adding value to their online products and services. The World Access Canada travel insurance solution, which combines innovative technologies with smart yet simple product and pricing strategies, allows travel suppliers to offer straightforward travel insurance products online that are fully integrated into their web-based trip booking system. The end result for customers is an improved, streamlined online trip booking experience, where travel insurance options and total trip cost including insurance premiums are listed for the customer's review prior to their purchase being finalized, without any interruption to their trip booking, and without having to be directed to an external insurance provider website.

Over the past three months, World Access Canada has partnered with Softvoyage, an industry leading booking engine supplier, to deliver its solution to various Softvoyage clients. Since the technology is already integrated into Softvoyage's booking engine service, activation of the fully integrated travel insurance solution into the Softvoyage client's booking path is immediate, and occurs at no cost to the travel supplier. Some Softvoyage clients are currently benefiting from the solution, with an additional group of Softvoyage clients set to launch in the near future.

Results so far for Softvoyage clients and others who have already implemented the World Access Canada solution have been fantastic, with online travel insurance sales increasing by up to 400% after integrating the service into their booking path.

World Access Canada originally developed the solution upon recognizing the inefficiencies and low conversion rates inherent in a link based travel insurance sales environment, which requires customers to leave the primary travel supplier site to research and purchase travel insurance on an external insurance provider's website. The first step to finding the perfect solution was developing an easily integrated travel insurance sales solution that could be implemented at no cost and with no programming time on the end of the client. World Access Canada found the answer in XML based Web Services technology, which allows the client to connect its booking engine, in this case managed by Softvoyage, to World Access Canada's servers, where all product, policy and pricing information is stored and sales transactions are processed. The result is an improved, seamless travel insurance offering within the client's existing online trip booking infrastructure.

While the Web Services technology drives this solution, equally important to the overall success of this solution is the product and pricing strategy applied to the integrated insurance options. The products are clearly listed within the website, alongside accessible, easy to understand descriptions of benefits and conditions.

Most importantly, the products are positioned and priced to move, with the purchasing nature of the online customer in mind.

To complete this turnkey solution, World Access Canada offers full pre and post sale fulfillment and 24/7 customer service support through its world-class contact center. From initial setup through to the final sale, World Access Canada handles all aspects of the travel insurance sales process. As a true Single Source provider, World Access Canada also administers all emergency assistance and claims administration in house. The result is a hassle free travel insurance solution for online suppliers who want to boost profits through their online travel insurance while improving service to the end-user.

The World Access Canada online travel insurance solution is available now to all Softvoyage clients at the mere flick of a switch. If you are interested in activating this service, or would like more information, please contact Director New Business Development JC Girard, at World Access Canada, by phone at 1-800-461-1079, ext.253, or by email, at jcgirard@worldaccess.com.

About World Access Canada:

World Access Canada is part of the world's largest travel insurance and assistance organization, with over 1 billion dollars in annual premium sales and 37 operations centers in 28 countries. A leader in integrated online sales, World Access Canada enjoys the support of some of the worlds largest online companies including Expedia, Orbitz and Lastminute.com.

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About Softvoyage:

Founded in 1987, Softvoyage specializes in the development of technological solutions for tour operators, travel agencies and consolidators. Softvoyage has established itself as one of the principal software solution innovators and developers dedicated to the travel industry in North America. With offices in Montreal and Toronto and sales representatives in Europe and the US, Softvoyage ensures the highest level of support and satisfaction for its clients.

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