



FOR IMMEDIATE RELEASE

RCI Makes the Virtual Presentation a Reality for Affiliates with Launch of RCI® LiveStream

ORLANDO, FLA. (April 13, 2015) – [RCI](#), the worldwide leader in vacation exchange, is helping affiliates take their sales and customer service presentations directly to the consumer with the launch of RCI® LiveStream, a visual remote selling system that is the first of its kind in the timeshare industry. This revolutionary platform gives resort representatives the ability to present to consumers face-to-face through video conferencing, providing a digital-savvy way to interact with customers without the need for them to be physically on site.

“The ultimate goal of RCI LiveStream is to expand the reach that affiliates have with prospective and current owners,” said Fiona Downing, senior vice president of Business Development and Operations. “The platform can be used virtually at any time, from anywhere, removing many of the limits of the traditional sales floor. It can also be used for many of the services affiliates usually provide at the resort. These range from selling and making account upgrades to educating consumers on the benefits of timeshare, and even providing day-to-day customer services.”

While using RCI LiveStream, agents can see each customer react just as they would in person, which often helps guide the course of each presentation. This allows affiliates and customers to reap the benefits of face-to-face interactions, but avoid obstacles like time constraints and distance that often keep them from meeting in person.

Resort employees can present using the video function along with the many other tools available at their fingertips. Through the platform, they can access materials they need for a typical presentation, ensuring that they can include the same details they would in an on-site resort meeting. They can play videos, use a scribble-pad, access documents and more. Plus, RCI LiveStream is customizable, so that affiliate staff members have the support they need to speak about their specific property.

“RCI LiveStream is a culmination of the technologies we have been building over several years at RCI, which has helped secure our position as the leader in digital sales tools for the timeshare industry,” said Gordon Gurnik, president of RCI. “It allows resort staff to use state-of-the-art technology to engage customers, providing a new way to create meaningful connections in today’s tech-centric world.”

RCI LiveStream is the latest in a string of innovations that contribute to its RCI 360SM support for affiliates. The exchange provider aims to deliver thoughtful, powerful solutions for affiliates’ business needs. As a strategic business partner, RCI offers services that aid affiliates at each part of their business cycle, from leads and sales to operations and owner relations.

RCI LiveStream was developed by RCI in collaboration with sales technology specialist Generator Systems. For more information, visit the RCI booth at the ARDA World 2015 Annual Convention & Expo, contact your account representative, or visit RCIAffiliates.com.

About RCI

RCI is the worldwide leader in vacation exchange with approximately 4,500 affiliated resorts in more than 100 countries. RCI pioneered the concept of vacation exchange in 1974, offering members increased flexibility and versatility with their vacation ownership experience. Today, through the RCI Weeks[®] program, the week-for-week exchange system, and the RCI Points[®] program, the industry's first global points-based exchange system, RCI provides flexible vacation options to its 3.8 million RCI subscribing members each year. RCI's luxury exchange program, *The Registry Collection*[®], is the world's largest program of its kind with approximately 200 affiliated properties either accessible for exchange or under development on six continents. RCI is part of Wyndham Exchange & Rentals and the Wyndham Worldwide family of brands (NYSE: WYN). For additional information visit our [media center](http://media.center) or rciaffiliates.com. RCI also can be found on Facebook, YouTube and Twitter.

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