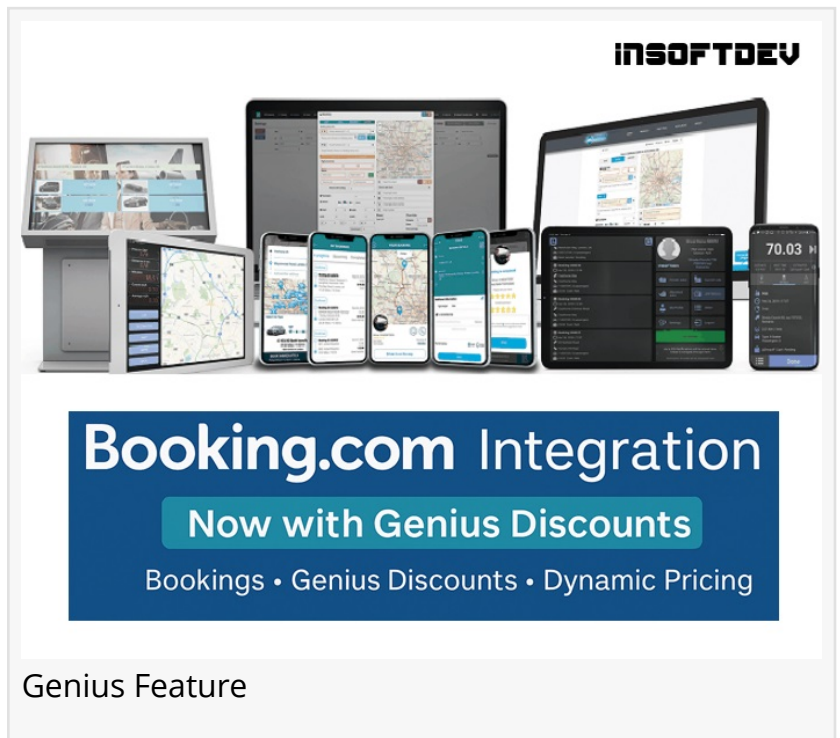


INSOFTDEV Expands Booking.com Integration: Now Supports Genius Discounts

INSOFTDEV announces a major update to its SmartCar platform with extended Booking.com integration, enabling operators to automatically apply Genius discounts.

LONDON, UNITED KINGDOM, October 1, 2025 /EINPresswire.com/ -- [INSOFTDEV](#), a leading provider of mobility and [taxi dispatch](#) technology, today announced an important enhancement to its SmartCar platform: extended [Booking.com](#) integration with support for Genius discounts.

As an official Booking.com Technology Partner, INSOFTDEV continues to strengthen connectivity between global travel platforms and local mobility operators. With this new release, operators using SmartCar can:



Genius Feature

“

This integration is another step toward our mission to simplify mobility management for operators worldwide.”

Simona Rascanu

- Automatically apply Genius offers to eligible travelers
- Synchronize pricing and loyalty promotions across Booking.com and SmartCar
- Gain higher visibility on Booking.com, improving conversion rates
- Manage bookings, pricing, and customer

communications in real-time through a single platform

By enabling Genius discounts, we help our clients stay competitive, win more bookings, and

deliver a seamless travel experience for end-customers.

The SmartCar platform already provides:

- Advanced dispatcher & backoffice dashboards
- Driver and customer mobile apps for real-time updates
- Integration with multiple global distribution channels

Scalable deployment options both in the cloud and on-premises

With Genius discounts now supported, SmartCar operators are better positioned to maximize revenue and customer loyalty, especially in competitive travel and airport transfer markets.

About INSOFTEDEV

INSOFTEDEV is a UK-based technology company specializing in mobility and taxi dispatch solutions. Its flagship SmartCar platform is a B2B SaaS ecosystem serving operators in Europe, Asia, and beyond, offering cloud and on-premises deployments, Booking.com API integration, and 24/7 mission-critical support.

For more information, visit: <https://insoftdev.com>

Simona Rascanu

INSOFTEDEV

+44 20 3150 0250

[email us here](#)

Visit us on social media:

[LinkedIn](#)

[Facebook](#)

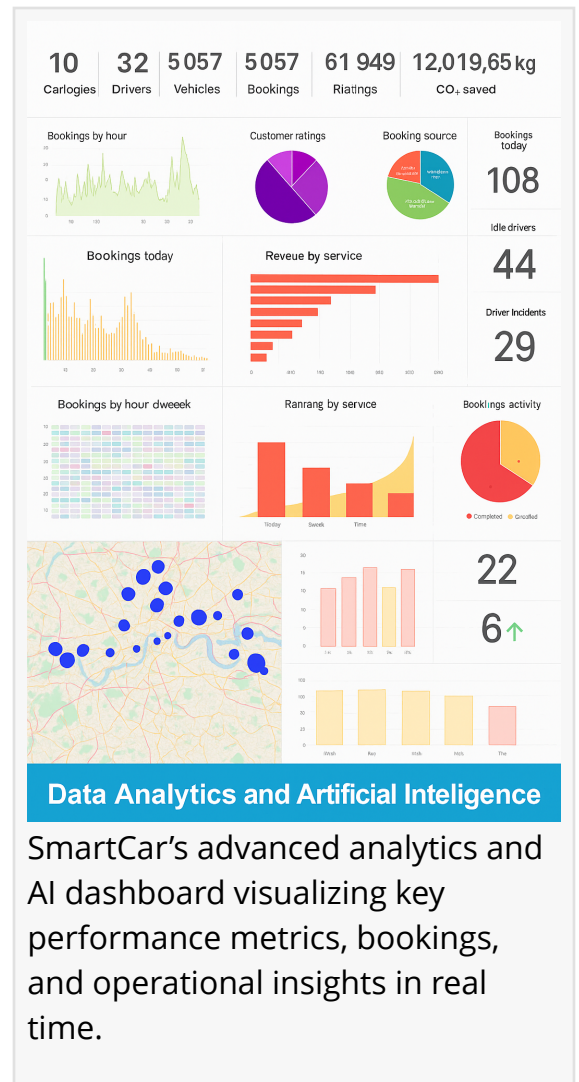
[YouTube](#)

Dashboard and app views of SmartCar's real-time dispatch and fleet management interface



Dashboard and app views

SmartCar's real-time dispatch dashboard and mobile apps for drivers and passengers in action.



This press release can be viewed online at: <https://www.einpresswire.com/article/854191538>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.