

# TRAVEL & HOSPITALITY

Dealing with a surge in customer demand



## Challenges

The travel, tourism and hospitality industry experienced massive growth following the global COVID-19 pandemic, a trend that continues to gain momentum. This surge created a significant demand for customer interactions in all touchpoints, including sales, customer service, and back-office functions. However, the business struggled to keep up with demand in their contact center, resulting in a decline in service levels, and consequently, a negative impact on the customer experience.

## Solutions

By partnering with us, the organization was able to revolutionize its contact strategy and better cater to customer needs. Our solution provided a more diverse range of channels, including chat, texting, socials and WhatsApp, reducing their reliance on voice as the sole channel. This improved customer satisfaction and reduced wait times and abandons by allowing agents to handle multiple inquiries simultaneously with the same ease as voice calls.

Thanks to the CRM integration, data could be pushed/pulled during live calls, reducing AHT and enhancing the overall agent-customer interaction. Additionally, the organization's existing OSP was set up as a linked contact center, providing complete parity in terms of capability and reporting between them and their OSP.

With a 360-degree view of how the OSP was performing, they could ensure that performance across all customer engagements was aligned with their goals. This helped them to manage overflow traffic during peak demand and maintain optimal performance during high-volume periods.

### AT A GLANCE

Assisting a travel and hospitality provider in transforming their contact center operations to handle a surge in customer demand.



#### OMNI-CHANNEL

- Voice and digital combined into one inbox
- Simple onboarding with pre-integrated channels that are easy to turn on and off
- Unified view of all customer conversations



#### INTEGRATIONS

Third-party Integrator provides out-of-the-box integrations to go from “Can I please have your phone number and name?” to “Hi Sarah, it looks like you placed an order on Tuesday. Are you calling regarding that order?”