

CASE STUDY | TRAVEL

A US-based travel giant transforms its contact center into a customer experience hub

Challenge

A US-based travel giant transforms its contact center into a customer experience hub

- Improve agent productivity and utilization
- Direct clients towards digital self-service channels
- Handle spike management

Solution

Servion deployed a contact center solution that:

- Supported multiple customer locations across UK and US
- Provided intelligent mobile-based customer experience

- Provided courtesy callback, agent greeting, call whisper, and click-to-call functionalities
- Helped in digital deflection of calls during spikes to self-service channels

Results

As a result of the intelligent mobile-based solution implemented, there was:

- 30% increase in revenues per call and agent productivity
- Unified omnichannel customer experience across multiple locations in UK and US
- Scalable and intelligent call routing