

SUCCESS STORY | TRAVEL

Leading US travel agency handles spike in call volumes by deploying a pre-emptive IVR solution

Deflecting calls and improving customer experience during unprecedented call volume spikes

About the client

The client is an American multinational corporation with a travel business.

Requirement

The client is well-known for its promptness and transparency when it comes to customer service. The client noticed sudden call spikes due to the recent global travel ban, introduced by countries to contain the spread of COVID-19. Besides, there were operational hurdles during the early stage of the pandemic. As a result, with too many calls, the average time in queue exceeded hours, leading to higher call drops and customer frustration.

Solution

To overcome the challenge, the client deployed a pre-emptive IVR solution with Servion, which allowed them to efficiently deflect calls to a digital channel leading to reduced wait time

The solution included:

- **An IVR solution** that included an announcement at the start of the call that informed customers of high call volumes and instructed them of an appropriate and channel that they could reach for assistance.
- **Validations** were done on various parameters to determine whether the call can be transferred to an agent, including understanding whether the call can

be handled in a reasonable amount of time. If not, details on the deflection channel were provided to the caller.

- **The solution** was carefully and swiftly implemented within days to the most affected travel business group before expanding to other areas of the customer's business.

Business outcomes

Servion's cost-effective and assistance in the rapid IVR solution enabled the customer to handle call spikes

efficiently and increased customer satisfaction. Servion's deployment brought about several other operational benefits for the client, including:

- Reduced **call abandonment rate and disconnection rates by over 70%** within a few days of deployment
- Improved customer satisfaction by eliminating the need for waiting in **call queues for a long time**
- Created more positive and brand affirming customer experiences

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