

CASE STUDY | TRAVEL

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



The client is a US-based online travel company that provides online air travel booking capabilities through its seven subsidiaries. Since 2002, it has been creating cutting-edge, industry-defining travel technology to help people take much-needed vacations or get the best deals on travel. Headquartered in New York City, it has operations in 237+ countries in North America, Europe, and Asia.

Requirements

The client wanted to transform its existing contact center with 1058 agents into a customer experience hub by introducing new features to the self-service application. It needed a solution to improve agent productivity and utilization, direct clients towards digital self-service channels, and efficiently handle spike management.

Solutions

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.

Benefits

The intelligent mobile-based solution implemented by Servion brought several benefits, including:

- 30% increase in revenues per call and agent productivity

- Unified omnichannel customer experience across seven agent locations in UK and US
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- Scalable and intelligent call routing

For more than 25 years, Servion has been trusted by customer-centric brands for designing, building, running and optimizing Contact Centers and Customer Experience (CX) solutions. Our 1100 CX professionals apply their passion and deep domain expertise to the entire design-build-run-optimize solution lifecycle. For more information, visit <https://servion.com/>.



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