Handling approximately 1 million yearly Customer contacts for a leading US Hotel Chain

iGT
SOLUTIONS

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Business Need

Our client was exploring partners to bring in cost optimization with focus on exceptional customer service

Improve conversion rate for calls including non-reservation calls, which are usually the hardest calls to convert across the hospitality industry

Client

Our client is an American multi-national hospitality group with eight unique hotel brands offering award-winning and exceptional hotel experiences. They have more than 1400 hotel properties around the world,out of which some of them are under construction.

Solution Areas

IGT provided reservations, customers service, loyalty calls and email support. The various types of calls supported are:

- Reservations
- Customer Service
- Loyalty
- Social Media
- Premium loyalty members Line
- Content Management

Solution

IGT provides large scale, globally spread, multilingual, multi-channel and multiple work type contact centers to the client in a cost optimized and scalable manner. The solution includes:.

- Expanded service lines while reducing costs – Reservations, Customer Service, Loyalty, Social Media, Premium loyalty members Line and Content Management
- Service locations – Philippines, China, India
- Consolidated all English calls in Manila, similar work types to provide economies of scale
- Consolidated call types in one location and leveraged it for long term conversion metrics performance and keeping the cost per reservation lower

Benefits

- **Exceeded** revenue targets set for call center by client

- **15%** Increase in conversion rate with specific interventions

- **40%** Reduction in cost per reservation, by bringing cost per reservation well below expectation

- **Improved sales conversion by employing below strategies:**

  - Vigorous approach to hiring with minimum skill requirements to include sales-oriented focus like retail sales

  - IGT engaged with Kennedy Training Network and Doug Kennedy to provide hospitality training and sales skills

  - Increased operational delivery focus on metrics to maintain and improve conversions

  - Advanced data analytics employed for enhanced insights