

Supporting Customer Service for SE Asia based OTA

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Business Need

- Our client was exploring partners to bring in customer service scale in a cost optimized manner for supporting rapid growth
- The emphasis was on top notch customer service with travel domain experience and capability to ramp up operations fast
- Challenges being faced included extreme flexibility in adjusting to the client needs for multiple work-types e.g. volumes in emails, Voice with a high focus on coming up to speed with the in-house teams in terms of productivity while adding new batches almost every month over past one year
- Operational challenges included data visibility and availability

Benefits

- Processing **>125,000 cases per month**
- **>20% improvement** in CSAT in the last 2 months
- **25% improvement** in Closure KPI's in last 2 months

Client

Our client is fast growing online travel booking platforms, headquartered in Singapore. It offers a global network of 2 million properties in more than 200 countries and territories worldwide

Solution Areas

IGT provides customer services across calls and emails.

Solution Approach

IGT provides large scale support across to the client in a cost optimized and scalable manner. The solution includes:

- Support across Calls and Emails from a cost-effective location
- Cross utilization of resources across work types
- Tools used: Verint, Solution Tracker, Genesys, Workday, Google Docs, Shared drive, Sharepoint, Learning Management System (LMS), MS Outlook, Slack, Skype (all client provided)
- Leveraged email response best practices in defining new email response templates for enhanced customer satisfaction
- Close coordination between the support teams of the client and IGT to work out most optimal approach to ramp-up the operations without impacting the KPIs i.e. Productivity, CSAT, Handling Time, Quality etc