

Enabling Contact Center Efficiencies via Digital Solutions and Services.

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Business Need

- Our client was exploring partners to bring in customer service and sales scale in cost optimized manner
- The emphasis was on top notch customer service across multiple languages

Client

The client is the world's largest online travel company and one of the largest European e-commerce businesses with more than 18 million customers in 46 countries worldwide.

Solution Areas

IGT provided services across 5 channels – Voice, Email, Chat, Back Office and GDS including:

- Reservations Sales (Hotel), Offline Sales
- Customer Service Support, Schedule Change
- L1 & L2 Service
- Special Service Request
- Tax Recovery
- Invoices
- Refunds, Refunds Settlement
- Digital solutions - Robotic Process Automation,
- Digital solutions – iQD (intelligent queue distribution)
- Hotel Contract Validation

Solution

IGT provided large scale support across multiple work types to the client in a cost optimized and scalable manner. The solution included:

- Support across 2 locations, 5 support channels including Voice, Email, Chat, Back-office and GDS, and supporting more than 14 Lines of Business
- Languages Supported - English, Chinese and Japanese
- Cross Utilization across lines of business where applicable
- Tools Used: Amadeus, Eptica., Genesys, Time & Tracker CRM

Benefits

- Processing **350,000 transactions per month** (including calls)
- Consistently exceeding targets across KPI's including AHT(Average Handle Time), TAT(Turn Around Time) and Accuracy
- Consistently exceeding sales conversion target, with a **7% improvement** in sales conversion within the last 6 months
- Enabling savings of approx. **8 Million Euros** yearly through tax recovery
- Streamlining and automation of Invoice Processing through Robotic Process Automation(RPA)
- Implemented iQD tool for better efficiency in back office transactions workflow management
- Consistently exceeding sales conversion target and consistent improvement by following approach:
 - Sales training to drive critical sales KPIs like conversion and Revenue Margin Improvement
 - Special project to improve conversions
- Providing specialized service line of tax recovery enabling approx. 8 Mn Euro savings yearly
- Implemented QA process including critical success factors to ensure high accuracy