

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

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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 in which some are under construction.

## Areas of Support

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