

Lead Generation Services for Hospitality

MICE | Events | Group Travel | Leisure Groups



With Covid-19 vaccine now being rolled out, 2021 will present opportunities to capture resurgent demand in travel. For hotels, it will also mean, stiff competition to get those occupancy rates ticking up.

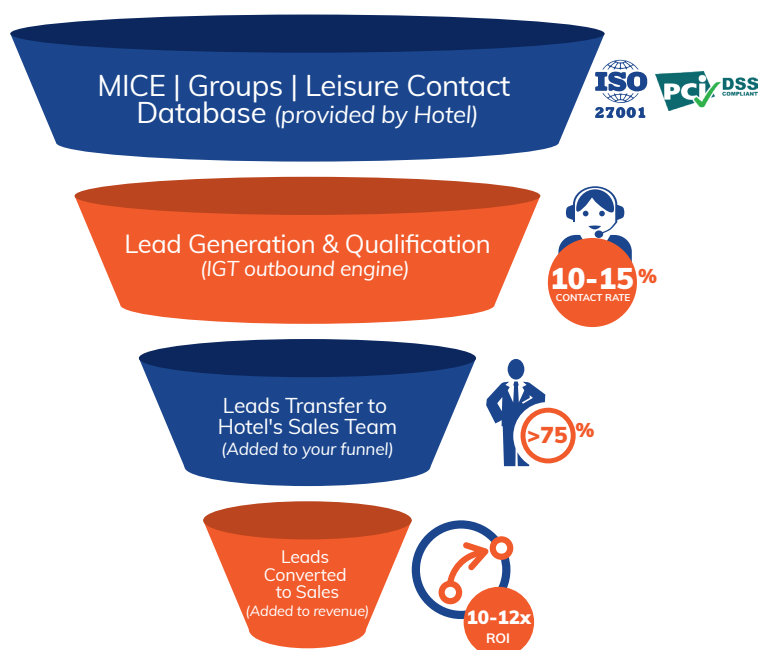
With IGT's expertise, you can ensure that your sales efforts directed to MICE, Events, Group Travel, and Leisure Group operators get an additional source of qualified leads, contributing to the sales funnel.

IGT's Outbound Lead Generation

We combine the power of your contacts database and our outbound calling expertise to revive your past clients and prospects, and qualify those, who show 'wallet promise' over the next few weeks or months.

Your sales team get these warm leads added directly to your funnel.

This highly effective engine is empowered by an intelligent CeX 3.A framework (Smart Agents, Smart Automation and Smart Analytics) with a proven track record of higher sales conversion for leading hotel chains.



Benefits

- >12% Contact Rate
- >75% Lead Generation Rate
- ~20% Data Cleanup Rate
- 10-12x Return on Investment
- Go-live in < 3 Weeks
- Zero CapEx and Low OpEx (USD 10K for pilot)

Leading US Hotel Chain

900+ Qualified Leads in three months

Why IGT?

- Over 20 years of Travel domain experience in simplifying customer interactions through integrated BPM, Technology and Digital Services & Solutions.
- Managing highly differentiated customer experience for 15+ global hospitality brands. With a full stack of services including Central Reservations Desk, Loyalty Support, Distribution Management, RPA, Analytics and Social Care Management, we support ~50K properties worldwide in 20+ languages.
- Employs 13,500+ customer experience and technology specialists in 19 state-of-the-art delivery centers across five continents.



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