



#1 Travel Booking App Bridges Scarce Resource Gaps and Improves CSAT with IGT Solutions



Our partnership streamlined hard to source recruitment, enhancing operational efficiency and customer satisfaction through quicker deployment and well-trained support teams, significantly improving service delivery and customer retention.

The global Online Travel Booking Market is forecasted to grow at a CAGR of 12.6% from 2023 to 2032, with a projected market size of USD 546.3 billion in 2023, expected to reach USD 1589.6 billion by 2032. This sector, driven by digital platforms, streamlines travel service planning and reservations, covering flights, hotels, car rentals, packages, and activities.

By leveraging advanced technologies, these platforms offer seamless user experiences with real-time information, reviews, and personalized recommendations, reflecting evolving consumer preferences. Key players in this competitive market focus on diversifying services, introducing subscription models, and prioritizing health safety measures. The market's growth is fueled by digital transformation, changing consumer behavior, comprehensive travel offerings, technological innovations, rise of subscription models, and emphasis on sustainable travel practices. Mergers and acquisitions are prevalent as companies aim to enhance market presence and product offerings.

To reduce disruptions in delivering seamless support to its global community, the Client needed to rapidly onboard qualified multi-lingual agents with minimal impact to the customer experience.

LIMITED RESOURCES HINDER MULTILINGUAL SUPPORT REQUIREMENTS

Multilingual customer support agents are vital in today's global market. They boost customer satisfaction by communicating in native languages, showing respect for diversity and enhancing inclusivity. This approach streamlines experiences, minimizes misunderstandings, and positions brands as globally competent, gaining a competitive edge.

The Client faced challenges in hiring candidates proficient in English, Portuguese, Spanish, and GDS (Global Distribution System) to fulfill their operational needs. The shortage of qualified candidates posed a major hurdle in ensuring seamless customer support operations. To provide exceptional service to Spanish and Portuguese speaking customers, they needed an effective solution to swiftly recruit multilingual agents who could rapidly grasp GDS knowledge and support customers efficiently without interrupting ongoing operations.

AT A GLANCE

INDUSTRY

Travel Management Systems & Services

THE CLIENT

Mobile-first travel platform, travel booking app, and online travel marketplace that sells flights, hotels, rental cars, and short-term rentals.

CHALLENGE

Rapidly onboard multilingual Agents in to Client Customer Support Operations without compromising quality or customer experience.

SOLUTION

Exceeded CSAT and bilingual Spanish/English Service levels through IGT Solutions' rapid ramp program comprised of accelerated staffing enabled by custom tech-enabled training and enhanced omnichannel processes.

RESULTS

- Exceeded CSAT target
- Consistently exceed SLA targets
- Decreased resolution time

RESILIENT. FRICTIONLESS. RELEVANT.

DELIVERING EXCELLENCE THROUGH SMART AGENTS™ AND RIGOROUS TRAINING AND PERFORMANCE QUALITY STANDARDS

Addressing the Client's support needs required the rapid deployment of a seasoned team to deliver world-class multilingual support necessitated a three-pronged strategy. Our Smart Agent™ method prioritized precise recruitment alongside custom technology-driven agent enablement resources. To ensure a seamless transition, ongoing support and monitoring were provided throughout the integration phase.

During the recruiting process, we faced challenges due to a limited pool of candidates that matched the Client's criteria. We had to find a balance between pre-training effectiveness and operational support while upholding quality standards throughout the transition. To tackle these obstacles, we tapped into our vast global network to identify suitable candidates, developed a streamlined pre-training program within tight deadlines, and implemented stringent quality control measures. We also provided continuous feedback and support to ensure a seamless integration process.

Thinking Outside the Box for Rapid Recruitment



Quickly recruiting agents is simple. However, hiring reliable multilingual agents with industry-specific customer support skills and ability to rapidly acquire new knowledge is a different challenge. By leveraging innovative social media campaigns, local university collaborations, referral initiatives, job fairs, and open houses, combined with our status as a preferred employer, we successfully deployed our Client's Smart Team™ within their tight timeframe.

Tech-Enabled Product and Process Training for Immediate Results



With the goal of swiftly meeting KPIs, we created and implemented tailored pre-training modules emphasizing quick mastery of client product knowledge and GDS procedures. Furthermore, to ensure a consistent high quality brand experience, we implemented rigorous quality control measures and continuous feedback mechanisms.

Achieving Quality Through AI-Enabled Performance Management



To consistently meet KPIs and SLAs, effective performance management is crucial. Our strategy included monitoring and evaluating the performance metrics of integrated candidates. Feedback from the Client regarding the efficiency and effectiveness of the support provided coupled with data-driven AI-enhanced dashboards for self-management enabled our Agents to achieve customer satisfaction ratings and resolution times.

SMART RECRUITING AND CUSTOM SYSTEMS TRAINING ACCELERATES MULTILINGUAL TRAVEL BOOKING SUPPORT

The partnership with IGT Solutions brought significant benefits to our Client. By streamlining the recruitment process, we reduced time-to-fill positions, facilitating faster deployment of support staff. This led to enhanced operational efficiency with well-trained support teams, resulting in improved customer satisfaction and retention.

Following our intervention, customer satisfaction ratings surged by 15% within three months. Moreover, our services reduced time-to-fill positions by 30%, and resolution times improved by 20%, showcasing increased efficiency in handling customer inquiries. A concrete example of our impact is seen in the Client's support team vacancy rate, which dropped from 20% to 5% post-implementation, leading to marked improvements in service delivery and customer satisfaction.

Consistent Results that Drive Success

15% ↑

CSAT within 90 days

15% ↓

Vacancy rate

30% ↓

Time to fill positions

20% ↓

Resolution time

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Explore what IGT Solutions can do for you.

Visit www.IGTSolutions.com or
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