



CASE STUDY

Travel as a Service Platform Provider Sees a 20% Boost in Customer Satisfaction While Rapidly Scaling with IGT Solutions



Our partnership led to surpassing customer experience and satisfaction targets, showcasing our operational excellence and efficiency. This success fostered trust, expanded our collaboration, and supported the client's revenue growth and cost management.

The need for faster, safer, and more efficient travel experiences has led to impressive technological advancements. The rise in demand for highly personalized, user-friendly booking and payment solutions, along with an increase in personal and business travel, has been the main driving force behind the digital transformation of the travel industry. Consequently, the global travel and expense management software market, valued at USD 3 billion in 2022, is expected to reach USD 15.7 billion by 2032, showing a strong CAGR of 18.3% from 2023 to 2032.

Major industry players are heavily investing in research and development to expand their product range, which is fueling growth in the Travel Management Software sector. Additionally, aggressive companies are pursuing strategic initiatives like AI-enabled product launches, partnerships, mergers, acquisitions, and increased investments to broaden their global footprint. To thrive in a competitive market, Travel Management systems providers must focus on providing innovative, consistently high-quality yet cost-effective solutions.

In preparation for a significant expansion in one of its business lines, our Client needed to swiftly expand its B2B support operations to efficiently onboard new customers without disrupting current operations.

LIMITED RESOURCES IMPEDE ONBOARDING EXPERIENCE AMID RAPID B2B CUSTOMER EXPANSION

Our Client was expecting considerable growth in one of their business segments but faced a shortage of resources to support the influx of customers. To guarantee a world-class onboarding experience for the volume of B2B customers, they required a strong solution capable of efficiently handling the new Spanish and English-speaking customers without disrupting current customer support operations.

AT A GLANCE

INDUSTRY

Travel Management Systems & Services

THE CLIENT

A cloud-based travel technology pioneer that offers a Travel-as-a-Service platform that provides unmatched travel experiences globally, uniting people worldwide.

CHALLENGE

Rapidly expand support operations to handle a significant expansion of the B2B line of business 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 of 85%
- Consistently exceed SLA targets
- Continue to ramp through new international site expansion

RESILIENT. FRICTIONLESS. RELEVANT.

DELIVERING EXCELLENCE THROUGH SMART AGENTS™ AND DATA-DRIVEN PROCESS IMPROVEMENTS

Onboarding is a significant milestone for new customers aligning with a technology provider. This initial interaction shapes the foundation of the client relationship, playing a vital role in building trust and confidence. The rapid deployment of a seasoned team to deliver world-class onboarding and support necessitated a dual-pronged strategy. Our Smart Agent™ method prioritized precise recruitment alongside technology-driven agent empowerment services.

While staffing up, we encountered challenges recruiting individuals with the required skill set within the tight deadline. Moreover, there was a shortage of supervisors and managers with expertise in the travel industry. Additionally, we had to shift our focus from providing Spanish-only support, as originally planned, to offering bilingual support (Spanish and English) from our location in Bogota, Colombia.

To address these hurdles, we collaborated with the Client to adjust agent criteria, transitioning from a 100% travel experience requirement to a balanced 70:30 ratio of travel to non-travel experience. Through innovative strategies on multiple platforms, our Recruitment team successfully targeted and recruited qualified candidates. As a result, we were able to deploy an experienced team of agents and supervisors who met key performance indicators from day one.

Thinking Outside the Box for Rapid Recruitment



Quickly recruiting agents is simple. However, hiring 200+ reliable bilingual agents, with industry-specific customer support skills, in a few weeks 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 in Bogota, 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 training modules emphasizing quick mastery of client product knowledge and onboarding procedures. Furthermore, to maintain a consistent brand experience, we established standardized scripts, templates, and responses for voice, chat, and email that mirror the Client's corporate ethos.

Achieving Quality Through AI-Enabled Performance Management



To consistently meet KPIs and SLAs, effective performance management is crucial. Our strategy includes monitoring inbound contacts for quality assurance, providing actionable performance feedback to agents, and empowering agents with data-driven AI-enhanced dashboards for self-management.

ONBOARDING EXCELLENCE LEADS TO CONTINUED PARTNERING TO SUPPORT OUR CLIENT'S INTERNATIONAL EXPANSION

Our partnership with our Client yielded significant outcomes. The initial Customer Experience Score surpassed expectations, marking it as the highest the Client had witnessed. Our impressive 91% CSAT score exceeded the 85% target, highlighting our Smart Agents' proficiency in engaging with new customers. Additionally, our consistent Service Level performance above the 90% benchmark month after month showcased our commitment to operational efficiency and effectiveness. By achieving new customer KPIs without impacting the quality of existing customer support, we cemented our operational excellence.

Our ability to scale and achieve KPIs built trust with the client, leading to increased collaboration. This confidence drove their decision to expand the engagement, with IGT Solutions supporting two new international launches, ensuring a continuous ramp-up over the next quarter including the development of a custom knowledge base to further accelerate process and procedure expertise. Additionally, IGT Solutions is improving the accuracy of customer satisfaction scoring by enhancing the survey to capture customer sentiment. Our focus on providing exceptional onboarding experiences for new customers significantly contributes to the client's revenue growth and cost management efforts.

Consistent Results that Drive Success

20

Customer Satisfaction

90%

Service levels month on month

2 FORTUNE GLOBAL 500

Customers onboarded

- World's largest company
- American multinational clean energy automotive company

RESILIENT. FRICTIONLESS. RELEVANT.
Explore what IGT Solutions can do for you.

Visit www.IGTSolutions.com or email us at mktg@igtsolutions.com