

Reduced Interaction Ratios and Improved Efficiency for a Leading Visa Service Facilitator



Given the deep domain expertise in travel, IGT Solutions' practical innovations have transformed visa service management. The process improvements streamlined operations and elevated the customer experience.



The client is a global leader in visa processing facilitator. It provides services ranging from application submission and biometric data collection to value-added services.

The client struggled with a high interaction ratio due to limited agent access to appointment details, delays in receiving airway bill numbers, misrouted queries, and incorrect contact information online. These gaps led to repeated customer calls, higher costs, and inefficiencies in managing visa services.

FROM SUPPORT TO TRANSFORMATION: PROCESS IMPROVEMENTS TO REDEFINE EFFICIENCY

The client chose IGT Solutions for its deep travel industry expertise and ability to optimize visa service operations while enhancing customer satisfaction. Since partnering in 2020, the team has provided voice, email, and chat support; however, the transformation came from the strategic process improvement recommendations.

- **Appointment Access Tools:** Implemented solutions that gave call center agents real-time access to appointment details, reducing dependency on visa offices.
- **Airway Bill Integration:** Introduced daily sharing of AWB sheets to eliminate back-and-forth with customers.
- **Smarter Interactive Voice Response (IVR) Design:** Enhanced IVR routing so customers could easily connect with the right mission for their queries.
- **Digital Hygiene:** Flagged and fixed incorrect contact numbers on Google, preventing misrouted calls.
- **Focus on First Contact Resolution (FCR):** Ensured more queries were resolved at the first point of contact.

DRIVING EFFICIENCY AND SCALE: LOWER COSTS, LEANER OPERATIONS AND IMPROVED EXPERIENCES

By cutting the interaction ratio nearly in half, the client reduced operational and training costs, streamlined customer service across voice, email, and chat channels, scaled seamlessly during peak demand periods, and delivered faster, more reliable experiences to travelers.

The engagement delivered a ~27% year-on-year reduction in interaction ratio and a ~20% decrease in workforce requirements compared to 2023. These improvements translated into greater efficiency, scalability, and cost savings, all achieved without compromising the quality of customer experience.

AT A GLANCE

INDUSTRY

Visa Processing Facilitator

THE CLIENT

The client is a global leader in visa processing solutions.

CHALLENGE

A high interaction ratio, caused by limited agent access, delayed information, misrouted queries, and incorrect contact details, resulted in repeated calls, higher costs, and inefficiencies in visa services

SOLUTION

Voice, email, and chat support, in addition to strategic process improvements—including appointment access tools, daily AWB integration, smarter IVR design, digital hygiene fixes, and a focus on FCR

RESULTS

- Interaction Ratio Reduced by 50%
- ~27% Reduction in Interaction Ratio YoY
- ~20% Reduction in Manpower Requirements
- Major Cost Savings