



# Seamless Contact Center Transformation Driving Growth and Improved Customer Experience for a Leading Hospitality Group



IGT Solutions transformed customer service operations with remarkable speed and efficiency. It elevated guest experience, enhanced service delivery, and enhanced profitability.



The client is a global hospitality leader that expanded its portfolio through the acquisition of a well-known North American hotel brand with a large network of franchised properties across the region. Following the acquisition, the client's primary goal was to drive profitability while maintaining the brand's strong market presence and loyal customer base.

The hotel chain operated through an outsourced call center, which had high operating costs and was experiencing declining service quality levels. The new ownership needed to optimize expenses while ensuring service continuity and quality.

## SEAMLESS TRANSITION AND TECHNOLOGY-DRIVEN CONTACT CENTER TRANSFORMATION

IGT Solutions helped the client in transitioning customer support operations to a strategically located delivery center. A dedicated project team managed recruitment, training, and seamless migration to ensure agents were fully prepared and engaged from day one.

- Modernized the contact center ecosystem by replacing legacy systems with a world-class Cloud Contact Center as a Service (CCaaS) solution
- Redesigned and optimized operations — from smarter call flows and routing to reengineered sales and service workflows for higher efficiency
- Enabled rapid transformation, setting up 1,500 Direct Inward Dialing (DID) numbers and making the new call center fully operational in just 45 days
- Delivered faster, smarter, and more personalized customer experiences with technology-driven service delivery
- Strengthened global integration and operational excellence, creating a scalable, future-ready model for sustainable growth

## DELIVERING MEASURABLE IMPACT WITH SMART TRANSFORMATION

The transformation delivered strong results—reducing CCaaS costs by 60% and overall call center operating expenses by 90%, while improving conversion rates by 10% within four months. Faster training and higher agent engagement further enhanced service delivery. These outcomes positioned the hotel brand as a profitable, digitally enabled business, showcasing operational excellence, global integration, and sustainable long-term growth. The initiative also strengthened customer loyalty by providing faster response times and more personalized interactions. By modernizing legacy operations, the brand built a scalable foundation to support future expansion and evolving guest expectations.

## AT A GLANCE

### INDUSTRY

Hospitality Group

### THE CLIENT

The client is a leading hospitality group

### CHALLENGE

The hotel chain's outsourced call center faced rising costs and declining service quality, prompting the new ownership to seek cost optimization without compromising service continuity or guest experience

### SOLUTION

Transitioned customer support operations to a modern, cloud-based contact center—reengineering processes, deploying 1,500 DID numbers within 45 days, and delivering a scalable, tech-enabled model that enhanced efficiency, personalization, and global integration for sustainable growth

### RESULTS

- 60% reduced cost of CCaaS
- 10% increased conversion rate
- Enhanced Service Delivery
- Improved Profitability
- Elevated Guest Experience