



## background

The client is a leading, global hotel operator that owns over 40 hotels throughout the world with the majority in the UK and over 15 being in central London. As a hotel operator that is renowned for its customer service and great facilities, the client wanted to continue improving the experience of their guests by ensuring that any query was resolved in a timely fashion and to a high standard. As a client focused business, they wanted a perfect customer journey that started during the booking process and continued well beyond the hotel stay.

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## the business challenge

A key requirement was to ensure that the hotel’s employees had enough local knowledge of the areas that they were working in so that customers could be given valuable information on that particular area exceeding the hotel’s competitors. The client wanted their employees to be able to speak confidently about local attractions and landmarks and make valuable recommendations whenever a family made an enquiry about a hotel in a particular location or a business user asked about local facilities.

The challenge arose because their booking enquiry staff were all based in their 140 seat contact centre that was situated in one location away from the main cluster of the hotel’s properties. Thus, the client needed to abandon this more traditional model and adopt a virtual contact centre infrastructure. This virtual contact centre would allow them to put call centre agents in each of the hotel properties themselves, ensuring that the agent taking each call had a firsthand grasp of their surroundings. It was important however that this improvement didn’t come at the price of compromising the visibility of management information and statistics around calls and service levels within the contact centre operation.

Furthermore, because up to 5000 inbound calls are received each day they now had to be able to redirect these calls to the right location and appropriate agent to achieve first call resolution.

## the solution

Work began with the transition from a physical to virtual contact centre by moving away from a traditional inhouse PaBX based call routing technology and towards a cloud-based contact centre. That said the inhouse PaBX itself was retained and used as the end point for the calls themselves; the cloud based contact centre acts as an overlay ensuring the ultimate in flexibility is possible. Next, we had to form individual, cloud-based call routing plans and assign each of the hotels agents to them so that calls were routed correctly and to the right place and agent. This ensured that full contact centre visibility was retained as well as the ability to report on each agent's activity. For the customer, this meant that skills-based routing could be installed which enabled customers to be put through to somebody in the appropriate location

before being transferred to somebody who was able to deal with their request.

The new virtual contact centre also provided the client with multi-channel management, meaning that for the first time agents could be measured on not just call volume but also email handling and web chat sessions. All of this can be done in real-time as well as through historical reporting.



## the result

Abandoning the physical contact centre in favour of the new solution resulted in a huge saving of over £500,000 per month. In addition, customer service levels have been significantly enhanced because the client is able to deliver a more personal experience than ever before through their ability to utilise local expertise. The efficiency of their calls was significantly improved as their enquiries are now able to be resolved through only one call. Just as the client wanted, their visibility has not been compromised and managers have an extensive reporting facility that will enable them to make informed decisions in the future that are based on customer experience.

Phase 2 of the project saw full integration with the customer's existing CRM (Salesforce) allowing CTI screen pop and call recording within the cloud. These benefits have affected multiple departments: cloud-based maintenance is much easier for IT to monitor and quicker to implement, finance have fully automated reports to show daily performance and senior management can observe sales figures incredibly quickly. This solution truly has benefited both the business and its customers.