

Next Gen Customer Support Services for A world's fastest growing and one of the largest chain of operated hotel Company

Business Challenge

- Customers visits the brand portal to search for the hotel accommodation however were not making a reservation.
- There is high rate of Cancellations and No Show for direct bookings
- G SAT score was low indicating higher dissatisfied customers
- Brand wanted a proactive solution to engage with customer, to increase their booking conversion, lower Cancellation & No Shows and increase G SAT score.

Tech Mahindra's Solution/Tools Used

- Providing Inbound and Outbound Voice and email interaction support for customer service operations
- Multilingual Support from multi geography
- Managing after booking fulfillment and escalation services
- Proactive engagement & support to customers
- Process improvement & Service Improvement initiatives related to customer engagements for positive impact on conversion metrics
- Training customer support agent on retention skills

Business Benefits

- Improved overall customer satisfaction and rating on service delivery
- 80% G SAT Score with continuous improvement
- Overall improvement of 3% in Used Room Nights & 2% improvement in Booking conversion
- 4.42% reduction in Cancellation/No Show
- Overall Process enhancement~75%

ABOUT TECH MAHINDRA

Tech Mahindra is a specialist in digital transformation, consulting and business re-engineering solutions. We are a USD 4.9 billion company with 121,840+ professionals across 90 countries. We provide services to 930+ global customers including Fortune 500 companies. Our innovative platforms and reusable assets connect across a number of technologies to deliver tangible business value to all our stakeholders.

We are part of the USD 21 billion Mahindra Group that employs more than 200,000 people in over 100 countries. Mahindra operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

For more information about Tech Mahindra,
Connect with us at:

www.techmahindra.com | connect@techmahindra.com | Shailesh.Rathod@Techmahindra.com