



EUROPE'S LARGEST HOLIDAY PROVIDER DEPLOYS TECH MAHINDRA TO DERIVE CONVERSATIO NAL INSIGHTS

CASE STUDY

The Client

The company is one of Europe's largest travel service provider with a contact center of over 250+ sales focused agents. With competition from a variety of other portals and aggregators, the company had to reevaluate its digital strategy to ensure they could plug the revenue leakages and also streamline their contact center operations for productivity and efficiency.

This European OTA has been providing European customers with great value holidays for over 20 years. All holidays by this provider are ATOL (Air-travel Organizer Licensing) protected. Providers like these have a high dependency on live agent interactions

The Industry and Opportunity

The last quarter of the year sees a huge spike in flight bookings, holidays and transfers - from bench holidays to backpackers who want to explore cities on budgets.

Travel service providers realize that they need to go beyond their core competencies to entice customers to purchase from their sites. The travel industry has multiple aggregators, holiday service providers and online platforms that are competing to get a slice of the industry that contributes to over 10% of world GDP based on a 2017 Deloitte report. The one differentiating factor they've unanimously identified is customer experience!

Customers are often overwhelmed by the amount of information in the web and are still dependent of information on the web and are still dependent on personalized engagement channels like phone, email and chat to purchase a travel package!

Solution

The company moved out of their legacy systems to deploy Tech Mahindra which able to give them a comprehensive view of their customer conversations across all channels including phone, email, chat and social media. From Call Recording to Custom Dashboards for Analytics, Tech Mahindra Provided every detail the brand was trying to track.

The speech analytics engine provided the company information on the incorrect bookings on sales calls which helped them save over 300K Pounds/Year and also moved call audit and PCI compliance to 100%

The company was also able to run targeted training modules with the visibility on agent performance which in turn increased conversions by 15% and C-SAT by 26%!

Keyword Spotting & Sentiment Analysis

Keyword spotting analyzes calls for the presence (or lack of) particular keywords in the audio of the call. Sentiment analysis is the measurement of positive and negative language which helps you see what customers like and dislike about you and your brand.

Agent Performance Analytics

Analyze quality of interactions, create automated scorecards and understand exact gaps in training. In-depth insights to consistently improve agent performance which directly impacts customer satisfaction, retention and brand reputation

PCI Compliance & Automated Audit

Tech Mahindra's AI Platform automatically detects key customer information including CC and other confidential data and masks it to comply with PCI compliance and also provides automated audit of 100% of all conversations thereby removing any manual effort.

Sales Analysis & C-SAT Index

Objectively capturing key metrics like C-SAT & NPS based on industry standards to showing customer journey reviews from disparate data sources and proactively engaging with relevant services, Tech Mahindra derives valuable insights directly from conversations while also providing critical sales metrics for better training and performance.

Metrics and Reports

The Tech Mahindra Speech Analytics solution also provided insight into customer conversations, information on performance such as



Call Centre Conversion up by 15%
CSAT up by 26%



PCI Compliance & Call Audits moved to 100%



£300,000 / year in savings by Reducing Booking Errors



100% Reduction in Air Carrier Access Act Complaints

"Tech Mahindra has been exceptional in helping us as an organization look into all aspects of our customer conversations. The biggest numerical influence is on savings by reducing booking VoC, Customer Sentiment and Satisfaction which reflects on our review on trust pilot, Feefo, and other social media Platforms."

- Managing Director, Europe's Largest OTA

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