

CASE STUDY TRAVEL COUNSELLORS

travel counsellors



REQUIREMENT:

Skype for Business Contact Center and Disaster Recovery solution

Leading independent travel company Travel Counsellors required a solution that would keep it ahead of the competition for customer service on an international scale, as well as ensure its data was safeguarded and that its Contact Center was compliant..

THE CLIENT

A leader in its sector for more than 20 years, multi-award winning Travel Counsellors is an independent travel company that delivers a personal, bespoke travel service. It has the highest Customer Satisfaction score of any travel company in the world (NPS), with a worldwide turnover of over £600 million. The company has over 1,700 travel franchisees, supported by more than 360 staff across its UK headquarters in Manchester, and 6 overseas offices in Ireland, Netherlands, Belgium, South Africa, Australia and Dubai.

A business familiar with the collaborative benefits accrued from Unified Communications, Travel Counsellors already had an on-premise Skype for Business Enterprise Voice solution, implemented via a self-deployment. With a focus of growing across seven countries, the travel leader recognized the need to move to an end-to-end solution and Managed Service. They were looking for a long-term partner to provide expert, consultative advice and support them along the way, whilst delivering 24/7/365 support – a critical component for the always-on nature of their business.

Travel Counsellors' existing Contact Center solution was also holding the business back from its global expansion plans, as the system lacked advanced monitoring or reporting capabilities and compliance features. To successfully move forward, the business required a system that would route and log calls to its travel experts where they could provide customers with an enjoyable, seamless journey from initial enquiry to booking confirmation.

TECHNICAL SOLUTION

Modality proposed a Skype for Business and Enghouse virtual Contact Center; a solution that is perfect for improving and streamlining the Contact Center experience for customers and Travel Counsellors' team of 2000 travel experts. A feature-rich offering, the solution enables the business to achieve single service resolution wherever possible by ensuring that every customer is connected to the best-fit agent – this is important in a digital age where many consumers prefer to engage via social media and chatbots. The implementation of a Skype for Business and Enghouse Contact Center also meant that the travel leader could continue to enable seamless communication and collaboration between teams, with

users benefitting from Presence, Video Conferencing, Instant Messaging, document sharing and much more – all at the touch of a button. Skype for Business is highly flexible and scalable which means rolling out the solution to new offices or staff members is quick and easy as the company continues to grow across the globe.

To ensure that the implementation of this new global solution didn't impact on the businesses existing infrastructure, Modality provided Travel Counsellors with multiple Enterprise-grade servers to ensure full resilience and a Disaster Recovery solution, which guarantees minimal downtime and data loss.

Travel Counsellors' solution also has selective Call Recording capability, meaning that calls are recorded on a variety of factors such as agent profile, group and skills which is important for a company that strives for continuous improvement and transparency. Additionally, all calls can be recorded to meet compliance with legal, government or industry requirements, and agents across the globe are able to initiate the recording when desired.

SUCCESS AND COMPANY BENEFITS

Modality's Skype for Business and Enghouse Contact Center solution has empowered Travel Counsellors to eliminate the requirement for multiple systems, delivering a flexible and scalable communications platform in the process. Best of all, the solution aids expansion on an international level, enabling Travel Counsellors to further expand its team of home-based travel experts by over 200 within the first few months of implementation. Further benefits include improved time efficiencies – not only helping staff to assist more customers more quickly, but also allowing them to concentrate on other work-related tasks and collaborate more easily than ever before.

// *After some time considering the requirements to support our global teams of travel franchise owners and head office support staff, we invited a number of companies to participate in a procurement process. During the various stages we were impressed with how Modality demonstrated a clear understanding of our business and requirements.*

Modality's expertise, paired with a market-leading solution has gone a long way to support Travel Counsellors' continued growth across seven countries and has enabled us to provide an even greater, quicker service to our customers. As well as experience of delivering Skype for Business deployments to organizations with tens of thousands of users, they have a unique blend of capabilities that have proved invaluable to us.

John MacMillan,
Programme Manager at Travel Counsellors



OneConsultation can be used in other industries and use cases, especially those where security, confidentiality and the ease of use is key. For more information please contact enquiries@modalitysystems.com

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