

Quentris

Travel Group Improves Marketing Success with Syntellect-based CRM

CHALLENGES

Ticket BBL Travel, a joint venture that includes over 45 individual travel agencies, manages centralized marketing campaigns to generate leads for its member agencies. To maximize customer relations, they wanted to add an intelligent front-end to their phone response operations. Ideally, it would be one that would enable them to better serve both customers and member agencies. It would ensure that calls being distributed to their numerous offices were not only answered by an available agent, but also by a company that best matched the customer's needs. Further, they needed a strong reporting system to generate quantifiable results to measure program success.

Outsourcing was not a viable option. The investments were quite high and the above-mentioned issues were not resolved.

“We had a problem. Not only were we unable to monitor the progress of promotions but we were also dealing with the high cost of working with external call centers or extra staff to handle the inquiries as they came in.”

JOHAN MARIS
IT DIRECTOR
TICKET BBL TRAVEL

Ticket BBL Travel needed a better solution than the one they had and they needed it quickly – they were three weeks away from launching a major campaign. Ticket BBL contacted Ascom, an international service provider for integrated voice and data communications, who utilized the Syntellect Communications Portal (SCP) to deliver a solution that exceeded their business requirements and was implemented in their short time frame.

SOLUTIONS

Built on the Syntellect Communications Portal, Ascom delivered a voice-enhanced CRM solution that optimized customer service and lead utilization. They designed a sophisticated front-end for inbound inquiries that quickly obtained key information from the caller,



CASE STUDY overview

INDUSTRY
Customer Service

CUSTOMER PROFILE

Quentris is one of Europe's largest voice, data and image convergence specialists, working with a wide range of organizations designing solutions that improve the way they communicate with customers and employees

KEY SOLUTIONS OF SCP

Rapid application development capabilities that ensure time-to-market advantages

Powerful management utilities that significantly reduce the time & cost of administrating large-scale installations

An embedded VoiceXML browser

Tight integration with best-in-class telephony & speech products (Intel, Nuance, etc...)

The ability to snap right into diverse telephony, data, Web services & back office environments

A clear & easy migration path to emerging standards & new technologies (speech, VoiceXML, host media processing, VoIP, SS7, SALT, & Web services, among others)

Outstanding price/performance & Significant ROI



KEY ELEMENTS OF THE SOLUTION

SYNTELLECT COMMUNICATIONS PORTAL

INTEL DIALOGIC D300 BOARDS

INTEGRATION WITH A NORTEL MERIDIAN PBX

LEAST COST ROUTING OVER BOTH PSTN AND VOIP

WEB-BASED ADMINISTRATION AND REPORTING

matched it with corporate information, checked agent availability and connected the call. Dynamic menuing was used to ensure a simple, friendly user interface. It was available in three languages for customer convenience.

Ascom also built a web-based administration package that provided Ticket BBL Travel with the vital information they needed to measure marketing program success – a key business requirement. Now, Ticket BBL Travel has access to detailed call statistics, customer choices, agency answer time, talk time and more.

To further reduce costs, least cost routing between the PSTN or VoIP is now used when transferring calls to member agencies. At this time, approximately two thirds of the calls are VoIP-based.

RESULTS

Ticket BBL Travel is now in a better position to maximize the potential of its marketing campaigns and the value inherent in every customer contact. Missed opportunities have been minimized. Voice-enabled “pre-qualification” ensures a better customer/agency match allowing member agencies to leverage their strengths to increase sales opportunities. Additionally, Travel BBL Ticket now has the information it needs to correctly analyze the overall results of marketing campaign and make adjustments as needed.

SYNTELLECT

At Syntellect, we help our customers create, maintain and continuously improve superior end-to-end service for their customers. With over two decades of pioneering leadership and thousands of solutions deployed globally, Syntellect is a premier provider of enterprise-class contact center solutions for the utilities, financial services, government, high-technology, help desk, consumer products and healthcare industries.



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