



Global Hotel Group Increases ADR by 25% and Achieves 4.6/5 CSAT with IGT Solutions' Smart Agents™



You are absolute superstars at what you do and we are really lucky to have you working with us. You really go above and beyond every time we have a request for you...

- Director, Contact Center Operations

AT A GLANCE

INDUSTRY

Travel & Leisure / Hospitality

THE CLIENT

A globally renowned hospitality group that delivers world class hospitality through ten distinct brands across 1K+ hotels in operation and under development in EMEA and APAC regions.

CHALLENGE

Transform Support operations and processes to drive revenue generation and deliver a consistent on brand customer experience while reducing costs.

SOLUTION

Achieved critical KPIs, improved conversion rate, and met cost reduction goals through SLA-driven program focused on tech-enabled sales techniques and issue handling processes.

RESULTS

- Increased conversion rate within first 90 days
- Decreased abandoned calls
- Increased ADR (average daily rate)

As we look at 2024 and beyond, the hospitality technology sector is rapidly evolving, transforming the global landscape for hoteliers. While projected RevPAR growth is anticipated, challenges arise due to increased competition from alternative lodging options such as short-term rentals, cruise lines, and vacation ownership. Complexities like economic downturns, reduced consumer spending, and geopolitical tensions in Europe and the Middle East further complicate matters. However, there is a silver lining with the potential arrival of around 4.7 million additional international visitors if travel bounces back to pre-2019 levels.

To expand their market share and stand out, hoteliers must focus on the fundamentals – providing exceptional, on-brand services with seamless booking and payment options to elevate the guest experience. They must also invest in researching and developing technologies to compete with Online Travel Agencies (OTAs) and short-term rental platforms that have embraced AI and utilize data insights to offer personalized services that adapt to evolving guest expectations.

Additionally, the industry is grappling with labor shortages and rising labor costs. By leveraging alternative staffing models driven by technology, existing resources can be reallocated to service higher-touch guest interactions.

Confronted with high labor expenses and poor conversion rates, our Client had to quickly enhance its guest support operating model to meet revenue targets and provide a consistently on-brand experience.

SUBOPTIMAL PROCESSES AND BRAND INCONSISTENCY ERODES BRAND REPUTATION AND PROFITABILITY

Our Client faced challenges with high-cost staff failing to meet conversion rate targets, inadequate handling of group and individual room reservation requests, and inconsistent guest support experiences not aligned with the luxury brand standards. These issues led to revenue loss and a decline in customer satisfaction, impacting the overall brand reputation and profitability of the Client.

RESILIENT. FRICTIONLESS. RELEVANT.

DELIVERING EXCELLENCE THROUGH SMART AGENTS™ AND DATA-DRIVEN PROCESS IMPROVEMENTS

To address our Client's challenge of low conversion rates, a dedicated team of Smart Agents™ was strategically deployed to manage room reservation requests for EMEA and APAC hotels through voice and email channels. Despite facing obstacles such as a mix of saleable and non-saleable traffic and changes in the guest loyalty program that complicated conversion and confused guests, the team analyzed traffic distribution, introduced objection-handling strategies, and provided specialized training to enhance agents' sales skills. Standardized guest communication practices were established, and performance monitoring and calibration calls were initiated to ensure consistent service quality and operational improvements.

Deployment of Skilled Reservation Support Agents



We deployed a team of Smart Agents™ to manage guest reservations for hotels in EMEA and APAC. Our competent and dependable agents handle accommodation inquiries and process both individual and group room booking requests via voice and email. They play a vital role in influencing the initial brand perception and setting the tone for the guest support experience.

Data Modernization and Automation Possibilities



To enhance contact handling procedures, we ensured accuracy >98% for categorization of call and email drivers to examine the distribution of traffic between the channels and improve contact outcomes. Additionally, automated objection-handling processes were designed and implemented to simplify issue resolution.

Innovative Approaches for Achieving Sales and Brand Consistency



To help agents reach their sales targets, we improvised the Client reservation tool focusing on accelerating sales skills - leveraging specialized channel strategies that adapt to market changes. Additionally, to maintain a uniform luxury brand experience, we have established standardized guest communication procedures, such as scripts, templates, and standard responses that reflect the Client's luxury brand identity.

Comprehensive Scope of Guest and Back-office Services



To ensure excellent guest satisfaction and operational efficiencies, IGT Solutions managed ten functions: Loyalty Support, MICE Reservation Desk, Meetings & Events, Air Crew, Leisure Group Reservations, RFP Account Management, RFP Property Management, Meetings & Events Rate Loading, and Rate Audit.

Achieving Quality Through Performance Management



Consistent achievement of KPIs and SLAs demands thorough training and performance management. Our approach involves monitoring inbound calls and emails to ensure quality, offering actionable performance suggestions to agents, and facilitating regular calibration calls between the Client and IGT Solutions Ops Managers for knowledge exchange and process improvement.

ENHANCED SALES CONVERSION ANCHORED IN A LUXURY ON-BRAND GUEST EXPERIENCE

Our partnership with the Client has brought remarkable results. Implementing Smart Agents™ swiftly addressed agent and process gaps, leading to a >30% increase in conversion rates, driving a 15% boost in gross bookings and a 23% rise in revenue. Call abandons reduced significantly from 20-25% to under 5%, showcasing the effectiveness of our call handling. SLA-driven accountability ensures our agents deliver ADR 20-25% higher than hotel ADR, strengthening hotel revenue streams. Our services lowered reservation management expenses and our performance expanded our duties to managing ten lines of business for the Client, ensuring seamless front and back-office operations.

Proactive measures like Global Roles and Business Continuity Plans were implemented for consistent accountability and ad-hoc incident management. Improved CSAT surveys generate more meaningful insights that enables us to continue raising the bar for guest experience and contributing to our Client's revenue goals.

Consistent Results that Drive Success

2X

more likely to close reservation vs hotel rep

30%

Conversion rate YoY

15%

Gross bookings YoY

<5%

Abandoned Calls

4.6/5

CSAT

RESILIENT. FRICTIONLESS. RELEVANT.
Explore what IGT Solutions can do for you.

Visit www.IGTSolutions.com or email us at mktg@igtsolutions.com