

# Modernized contact center paves the future for BIDTravel

## Client profile

BIDTravel provides industry-leading travel management services to both corporate entities and leisure travelers through their extensive local, regional, international and online networks. Through advanced procurement applications, and using world-class processes and technologies, they deliver innovative solutions to many industries.

## Why NTT DATA?

- Existing relationship between NTT DATA and BIDTravel
- Consulting-led engagement
- In-depth understanding of BIDTravel's needs
- Extensive experience in contact center migrations
- Global Genesys expertise



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For us, the NTT DATA solution was the most appropriate because we found that it always had customer experience at the core of the solution.

**Herby Seedat, CIO, BIDTravel**

## Business need

- Modernize and digitize the contact center platform
- Facilitate IT updates and upgrades without disrupting service
- Provide employees with the tools they need to add a human touch
- Deliver a consistent experience across different brands and systems
- Provide the best customer experience for travelers

## Solution

- Crafted a blueprint to track and measure progress
- Created a single view of the customer journey, from start to finish
- Aligned different communication channels on a single platform
- Built a platform for all incoming enquiries to improve call quality
- Created a system of quality-checking voice calls and auto-logging tickets

## Outcomes

- Roadmap aligned with their digital transformation journey
- Improved service levels and response times
- Minimized IT downtime, allowing updates to run without disruption
- Improved agent relations and employee satisfaction
- Increased automation resulting in efficiency gains
- Board visibility of all 5 BIDTravel brands in a single reporting view

## Business need

### Deliver a consistent customer experience across all brands and channels

BIDTravel offers customized travel services that cover everything from individual vacations to corporate travel contracts. They believe that a vacation is only truly restful when everything goes smoothly, while traveling for business should not make you miss home too much. This takes coordination, strong relationships with service providers and a personal touch.

BIDTravel operates nine different legal entities, across differentiated brands. Not all brands had access to a contact center platform and those that did were running a diverse set of on-premises solutions, each requiring significant expertise. This was not only costly but also presented challenges when trying to identify maintenance windows for downtime.

Voice quality was an ongoing issue. To ensure that customers could reach them, some employees gave out their personal numbers, resulting in calls outside of office hours. This inability to disconnect resulted in some agents suffering from burnout.

Email posed another challenge with each brand using their own email platform.

To continue delivering the best possible service to their customers, BIDTravel wanted to overhaul their contact center operating systems. They needed a platform that could manage resources better, based on geographic location, and ensure high-quality voice calls and consistent engagement across brands and communication channels.



Porting the existing numbers to the new cloud-calling contact center was a pretty seamless process.

**Dylan Chadinha**, Project Manager, BIDTravel

## Solution

### Understanding processes and frustrations to get to the ideal solution

Delivering a great customer experience with personalized service is part of what makes BIDTravel unique. To better understand BIDTravel's business aspirations, customer success measures and priorities, we started our engagement by speaking with employees across the organization.

We ran a series of empathy interviews with senior management, supervisors and agents, as well as HR and accounts teams. This helped us to understand their frustrations, piece together the full customer journey and associated processes, and identify what was hampering service delivery.

With a comprehensive view of the business, including the technology, culture and overall value proposition, we built a roadmap for the senior management team that served as a blueprint for their vision.

To enable BIDTravel to realize this vision, we recommended the Genesys Cloud CX platform alongside our Managed Customer Experience (MCX) service. This would allow the business to manage the customer experience from a single platform, regardless of the channel. With this solution, customer enquiries could be allocated to the relevant brand. The team could then track and manage agent performance against the appropriate service level agreements.

To help the BIDTravel team track calls accurately, the system had to know exactly what to do with each call. We leveraged our Cloud Voice for CX service and added a unique proactive monitoring component called synthetic testing. This involved simulating voice calls to ensure that the call got through, then to test the quality of the call, check the time taken to process it on the system, and confirm that the customer received the correct message.

To address the problem of voice quality on calls, we set up the system to recognize when the voice quality was poor, automatically raising a ticket and alerting the IT team so they could quickly resolve the issue.

## Outcomes

### Consistent processes, faster service and happier employees

An intuitive user experience makes the system easy for employees to use. It also reduces the time taken for agents to respond, improving the speed of service. The new system also means there's greater process consistency across all the business units and brands.

There has been a marked improvement in the stability of the system, with Genesys and Managed CX working seamlessly to deliver a continually reliable service.

Improvements in call quality and the ability to quickly route the call to the right agent have helped restore employees' work-life balance. This has resulted in higher levels of employee satisfaction and overall wellbeing. It's also allowed employees to work remotely while still providing BIDTravel with full visibility and central supervision. "When we encountered issues with the email channel the NTT DATA team stepped up to the plate and found a solution. It's times like this when having the right partner makes all the difference." says Herby Seedat, BIDTravel CIO.

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NTT DATA was always very responsive. When issues were raised, the team were on it immediately.

**Sandra De Luca**, Head of Business Support & Customer Experience, BIDTravel

The Genesys platform is continuing to develop, with new features and functions being added that will continue to benefit BIDTravel into the future. For example, we found that 80% of BIDTravel's customer engagements were taking place over email and 20% over the phone, so we helped them respond by moving the business to voice, email and WhatsApp after the project had run its course.

BIDTravel can now generate reports on-demand, which means that the individual brands can monitor and act on any issues across all their channels.