

CASE STUDY

TRAVEL & TOURISM



Thomas Cook

Thomas Cook's goals

- Improve customer satisfaction by offering the customers a communication channel of their choice
- Increase the online conversion
- Decrease the call volumes
- Improve retail agents' knowledge and reduce contacts to the contact centre

Testimonial

This is what Austin Houghton-Bird, Customer Service Manager said:

"We are so pleased to be working with 60K at present, they are extremely flexible and offer great value for money. It's particularly reassuring to work with friendly staff who genuinely care for your business and strive to push performances to new levels. We can trust 60K to communicate with our customers as though they are one of us whilst exceeding our high customer experience expectations."

Customer feedback:

Lillian is an absolute angel that helped us book our holiday from start to finish. Answered all question and put us at ease. Made it very smooth and unstressful. Thank you so so much. Very excited for our holiday.

Patient lady despite all my ignorance and questions. Great customer service, makes me 100% sure I want to book with Thomas Cook again.

Operationally

- 145 English speaking advisors
- Hours of operation 0800-2400 for live chat Monday to Sunday
- 24/7 for crisis management
- Handling between 20,000 and 25,000 chats weekly
- Supporting Thomas Cook customers at every point of their booking journey and offering pre departure support for holidays and flights
- Supporting Thomas Cook retail and trade partners
- Each live chat advisor deals with a minimum of 2 chats at a time

Services

- Live Chat Support for direct customers, retail and trade partners
- Identifying and escalating website and system issues
- End-to-end testing of different websites
- Crisis management
- Answering customers' queries posted on the website

Outcome

- Handle over 70% of the total pre-sales and pre-departure contacts that come through to the Business
- Conversion rate increased by 5%
- ABV increased by £400 YoY
- Re-direct to phone only 2.5% of the customers
- Reduced store contact by 17%