



## Case Study

### Online Reservation Service

#### Overview

An online hotel reservation service staffed a team of Information Technology agents, who not only managed the company's extensive offerings on multiple websites, but also did "double-duty" as reservation agents. As the business grew, this strategy of "double-duty" became less practical. In addition, the inevitable fluctuations in seasonal reservation calls became difficult to manage properly with a fixed team of agents that the company did not want to expand. And in the end, the technical skill sets of the IT agents were diluted as the volume of reservation calls grew.

#### Strategy

The Customer Relations Manager for the company began an online search for outsourced customer service support when she found GuestDirect<sup>SM</sup>. After some initial conference calls with the GuestDirect<sup>SM</sup> team, conversations with references, and site visit, she was convinced that GuestDirect<sup>SM</sup> was a perfect fit and put the ball in motion to transition the reservation calls from the company's phone system to GuestDirect<sup>SM</sup>.

"We began using GuestDirect<sup>SM</sup> to free up our IT people," she said. "We had an existing Customer Service department but our staff was under utilized based on the types of tasks they were performing."

#### Results

This Online Reservation Services company has built a reputable reservations department since partnering with GuestDirect<sup>SM</sup>. For over three years, a dedicated team of GuestDirect<sup>SM</sup> reservation agents has been providing this company with greater efficiency and world-class service.

The company's Customer Relations Manager adds, "I've gotten compliments about how the agents are very professional and able to deal with complex situations. I never have to worry about how the agents care for our customers."