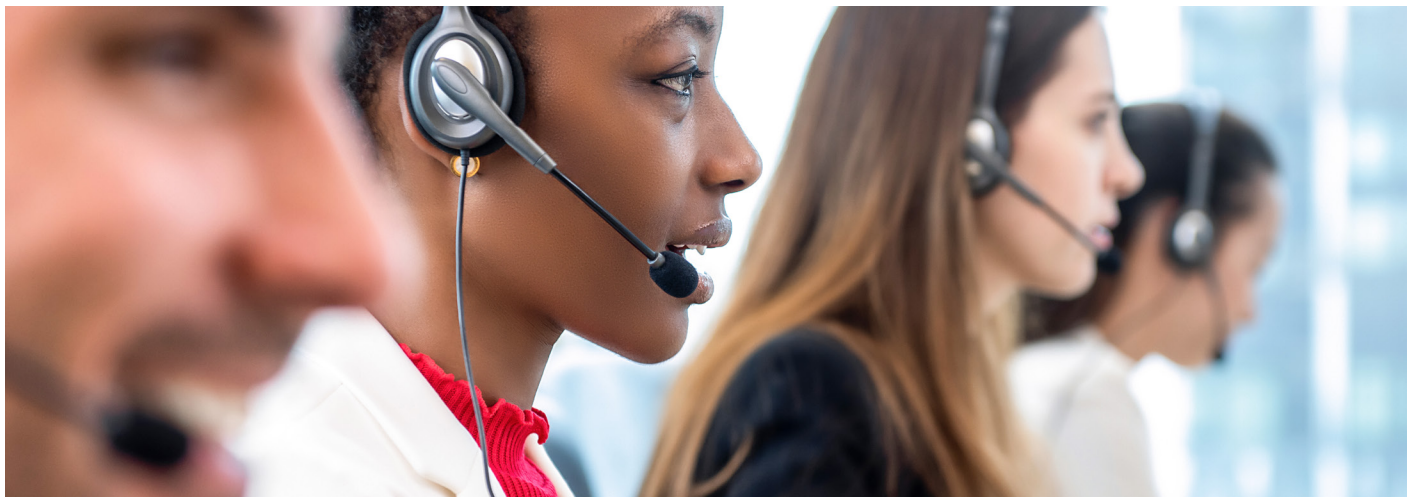




## Case study

# Better travel management starts with a better customer experience

Managing variable business volumes during peak travel and off seasons is common practice for CWT Harvey's Travel. But unpredictable call volumes impact both the customer and the agent experience. To provide the best service to all customers, from large corporate clients to once-a-year vacationers, CWT Harvey's Travel needed an advanced solution that could better manage agent workloads, ensure reliable service and enhance reporting capabilities.



## Challenge — Managing unpredictable volumes and system limitations

Call volumes at CWT Harvey's Travel change by the minute and can vary widely between branches. The company's legacy phone system had no automatic call distribution or queuing system, so call loads could not easily be shared among agents.

Routing had to be done manually by someone inside the contact centre and, even then, calls could only be shared between agents physically in-office and within the same province. And if employees were not able to get to work due to weather or personal reasons, they could not service calls.

Reporting functions were also extremely limited and available to only two of the company's twenty branches, which made it challenging to track key performance indicators (KPIs) and identify opportunities for improvement. CWT Harvey's Travel had considered upgrading their system, but replacing the hardware and purchasing add-on features requiring updates, would be expensive and not fix the root of the problem.

Carlson Wagonlit Travel OWNED & OPERATED BY HARVEY'S TRAVEL

CWT Harvey's Travel is one of Canada's oldest travel agencies, tracing its roots back to 1767. Today, the company has twenty branches across Atlantic Canada and has been recognized as one of Atlantic Canada's best companies to work with.

## Solution — Flexible management and support for all situations

Bell On Demand Contact Centre (ODCC) gave CWT Harvey's Travel the flexibility they needed. As a cloud-based solution, they have access to a platform that is always up to date and continually advancing.

Calls can now be distributed to all offices – as well as employees working remotely – automatically and in real time. Customers can choose to be transferred directly to the next available agent regardless of where that agent is located. And customers can get their issues resolved faster than ever, since the system automatically generates customer-specific information – quickly prioritizing and routing calls to the agent with the skills required to resolve their issue.

CWT Harvey's Travel now has better KPI reporting, with a real-time dashboard featuring stats on the number of calls received, load, agent activity and more.

CWT Harvey's Travel was also pleased with Bell's willingness to accommodate seasonal peaks and employee availability when implementing their new contact centre solution. Throughout the entire process, Bell's professional services team was on hand to train, support, troubleshoot, answer questions and ensure the new solution was optimized to fit their needs.

CWT Harvey's Travel's new ODCC solution includes:

- Skills-based routing and call sharing across all branches
- Historical and real-time reporting
- Easy integration of remote agents
- Company-wide and branch-specific voicemail and time-of-day routing
- Automated voicemail queueing
- Remote agent observation and coaching

## Results — Sharing the load for a seamless customer experience

By implementing Bell ODCC, CWT Harvey's Travel has significantly improved its customer experience. The company has reduced abandoned calls by 27%, dramatically reducing lost sales opportunities.

Agent satisfaction has also been improved due to better management of call fluctuations across offices and branches. Calls are now spread across all agents – relieving those in high volume offices while engaging agents in quieter offices. The solution's virtual call centre options also make it possible for employees to seamlessly work from home – and for CWT Harvey's Travel to hire from a wider talent pool. And when they do hire, training time and costs are lower because Bell ODCC is so intuitive that agents can be up and running within minutes.

With comprehensive, real-time reporting for all calls at all locations, CWT Harvey's Travel has access to business insights that can be used for agent coaching and development, and to continually improve the customer experience. And, thanks to their new cloud-based contact centre platform, CWT Harvey's Travel will continue to see enhancements to their user experience and reporting capabilities for many seasons to come.

**“With ODCC, our customers now have more immediate access to consultants and travel expertise than ever before.”**

— Cathy Cunningham, Regional Manager, CWT Harvey's Travel

Visit [bell.ca/contactcentre](https://bell.ca/contactcentre) for more information on how Bell can help you achieve your customer experience needs.

