



## Helping one of our hospitality clients 'do more with less'

### TrueVoice

#### The challenge

Our hospitality client came to us looking for a solution to enable their contact centre to 'do more with less'. They had the difficult task of reducing operational costs whilst improving their customer experience and oversight within the operation. They relied on manual processes for their quality management which was not providing sufficient insight into their customer service to be able to improve it, nor was it scalable.

In addition, they wanted to increase sales of add-on services to their core offerings. Their existing analytics capabilities were unable to provide insights from the agent-customer interactions to evaluate the effectiveness of their different sales strategies and needed to identify the right opportunities and tactics to introduce their add-on services to customers, to improve conversion without diminishing the overall customer experience.

This required more than manual effort alone.

#### Our solution

We used TrueVoice to analyse customer interactions, with the goal to identify efficiencies, improve customer experience, and increase revenue.

- From the efficiency angle, this enabled our client to assess the various call demand drivers, improve self-service, provided insights on agent quality dimensions, whilst also targeting areas of training opportunities consistently across the enterprise, in order to reduce call length.
- On the experience front, TrueVoice enabled a different way to monitor customer sentiment and determine the angle for focused review to improve their experience.
- Lastly, TrueVoice generated insights that empower the client to better understand their customers' needs and overall sentiment to evaluate sales outcomes and determine which strategy is most effective. They found that on average a conversation involving simple selling lasts for 5 seconds, whereas a more comprehensive sales conversation takes approximately 10-20 seconds. Through TrueVoice they determined that the comprehensive approach was potentially 14% more successful in results, despite the additional interaction time.

#### The outcomes

- ✓ **Improved efficiency:**  
Estimated 30% reduction in effort requirements for quality management processes.
- ✓ **Improved customer experience:**  
Analyse sentiment and target areas for focused review, providing actionable insights to improve customer experience and self-service.
- ✓ **More effective sales strategies:**  
An easier and more reliable mechanism to test and identify opportunities to increase sales conversion through analysis of different sales strategies.

