

Case Study: *Travel*

A leading provider of consumer-direct travel services for the leisure and business traveler partners with Sitel to help its millions of customers plan and purchase vacations or cruises online and by phone with specially trained vacation consultants.

Challenges

- Seasonal sales and call volume:
 - >25% of annual sales occur in first 2 months
 - call volume doubles for same period

Solutions

- Flexible operations:
- Ability to scale and adapt quickly to changing volumes
- Capable of rolling out new sales programs within 48-hour time frame
- Tiered service strategy
- Superior operations model provides cost efficiencies
- Global footprint offers nearshore and offshore expansion opportunities

Results

- Met or exceeded quality goal 13 times in 14 month period
- Met or exceeded monthly service level goal 10 times in 14 month period
- Improved Average Handle Time (AHT) over client's internal operations
- Met or exceeded sales conversion rate set by client's internal operations

Services

- Customer Service
- Activations
- Post-Sales
- Registration
- Sales
- Knowledgebase
- Order Processing
- Flexible Payments

