

# Case Study: *Travel*

One of the largest airlines in the United States with flights to more than 270 destinations worldwide, entrusts Sitel (since 2003) to serve Latin American travelers and a segment of its U.S. customer base. Sitel remains as the only outsourced provider of reservations support.

## Objectives

- Cost-effective nearshore solution for consolidation of Latin American operations
- Integration of overflow support for internal U.S. operations
- Strong sales metrics

## Solution

- Customer service on Latin American reservations line
- Manage rewards line for Latin America
- Nearshore customer care facility in Monterrey, Mexico
- Training program focused on selling, closing and up-selling

## Results

- 90-day launch of Mexico facility
- Immediate 114% quality achievement
- Immediately exceeded Average Handle Time target by 3%
- 11.6% overachievement of sales effectiveness goal
- 23% over goal of bookings-per-hour
- 2006 J.D. Power Award for highest in satisfaction among traditional network carriers

## Services

- Customer Service
- Registrations
- Sales
- Pre- & Post-Sales
- Reservations
- Inquiries
- Complaints
- Escalations
- Back-Office Support
- Rewards



**SITEL**