

Cybage assisted a new age, **cloud-based call center** application provider to boost its client's revenue by a **whopping 71%**.

About the Client

Client offers innovative, **cloud-based** and **data-driven solutions** that help hotels around the world to **maximize revenue**

More than **25,000 customers** are driving better business decisions to know, acquire, convert, and retain guests through the interconnected suite of solutions

Operates in **176 countries** with local experts in 39 countries

Business Needs



Increase **call to book ratio** and **ADR** (Average Daily Rate) for the hotels



Improve ability of the application to support **third-party call centers**



Call analysis to identify risks and conversion rates



Ability to make **seamless modification for reservations** from multiple platforms.

Solutions

✓ **Single application** to support both **large chains** as well as **standalone hotels**

✓ **Reservation Booking / Modification Ability** for in-house as well as third-party call centers

✓ Concocted a workflow to adjust the **offered rate** for the property to meet **user needs**.

✓ Seamless integration with **Loyalty Management System**

✓ **User-friendly interface** for call center agents for quicker turn around.

✓ Harmonious **integration with third-party vendors** for validation and consumption of vouchers

✓ Constituted the workflow to overwrite booking policy restrictions

✓ Applications development considering **Multi-lingual support**

Technology Stack

Java Stack



HIBERNATE

Database



ORACLE

UI



Business Impact

Achieved a net conversion rate of **71%**

Auditing and Quality Assurance improved overall service by **91%**

Using vouchers **increased bookings** by **19%**

Application support available in **6 different languages** increased the coverage for European countries by **25%**

Seamless matching of each guest with the right agent resulted in **decrease in waiting time** by **13%**

Promotional campaigns run based on data provided by the customer analytics module resulted in **17% improvement in multichannel strategies**

Cybage Travel and Hospitality



Lodging



Travel Distribution



Travel Retailers



Travel Consolidators



MICE



Specialty Lodging

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