



Presence for  
**Travel**



The travel industry is extremely competitive due to factors such as Internet tools and discount websites. With the myriad of options that travelers are offered, they can easily take their business elsewhere, so it is important for companies that cater to the traveler to offer superior customer service. Travelers are often looking for value and travel deals, so it is also essential that travel operators look for ways to cut operational costs, while maintaining the quality of service. Presence for Travel addresses the needs and concerns of both the traveler and the travel provider.

**“With Presence solutions we have achieved a significant improvement in customer service. With Presence Messaging, response times of e-mails have been dramatically reduced with a productivity increase of 40%. Furthermore, our customers can avoid waiting times with web callback, we can route calls intelligently to make sure they’re managed by the most appropriate agent or prioritize your call depending on the value thereof.”**

*Contact Center Director  
Idiso*

**“Thanks to Presence Technology, customers receive personalized care and they’re more satisfied with the service we offer.”**

*Contact Center Director  
Globalia*

## Increased Customer Satisfaction

Travelers expect fast and efficient, no hassles service when traveling away from home. However, travel is among the ten top industries receiving the most complaints because of incidents in service. Claims management is a high cost to airlines and tour operators around the world. The profitability and reputation of companies operating in this segment are directly related to a quality customer service. The Presence Suite improves customer satisfaction by allowing the traveler to communicate with the travel operator any time of day via multi-channels including phone, email, fax, SMS, Web chat and social media, enabling them to always obtain information, even while they are on the go. When the

traveler does reach out to the contact center, Presence Intelligent Routing is able to immediately route the interaction to the correct agent or system, reducing the traveler’s hold time, and the Presence Scripting tool helps ensure the accuracy of information being disseminated, by providing the agent with correct information, along with the ability to change strategies on the fly, based on different travel scenarios.

## Lower Operational Costs

The Presence Suite can automate many tasks associated with travel. Presence IVR utilizes self service options for tasks such as confirming flights or car rentals, notifying travelers of changes, and allowing seat selections. This also helps to alleviate wait times that callers experience when trying to speak to an agent, as Presence allows many transactions to bypass agent interaction.

Presence Back Office can automate tasks such as sending reservation confirmations and payment details from the reservation center to the specific properties, car agencies or airlines.



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## Advantages

- Automated notifications such as flight confirmation, delays, and cancellations
- Travelers avoid long wait times
- Integrates with reservation systems
- Increases customer loyalty
- Allows traveler access anytime, anywhere in the world
- Priority routing for travel agents, elite members
- Upselling opportunities for tailored products and services
- Modular and flexible system allows for adaptation to seasonal changes in activity



*Presence OpenGate*

*Presence Voice Outbound*

*Presence Scripting*

*Presence Voice Inbound*

*Presence Intelligent Routing*

*Presence IVR*

*Presence RoboDialer*

*Presence Reporting*

*Presence Back Office*

*Presence Messaging*

*Presence Internet*

*Presence Social Media*

*Presence Recording*

## Increased Sales and Loyalty

The 360 degree view of the customer, allows for upselling opportunities based on travel preferences or previous bookings. Presence Reporting can provide historical data on a customer, allowing the agent to see the customer's activity, and thereby can offer personalized and tailored selections. It

improves the customer experience: personalized, faster and higher quality customer service. Presence Intelligent Routing can be used as a customer loyalty tool as well, used to segment customers, such as by loyalty club or frequent flier members, directing them to the front of the queue.

## Scalable Technology

Presence Technology solutions can be hosted On Premise, Hybrid or Cloud – thus helping to maximize stretching dollars. The solution is tailored specific to the agency needs and is flexible to allow for future growth. Presence Technology also understands the important role in

supporting the environment and the incentives for going green. Our Cloud and Hybrid solutions eliminate outdated hardware, which helps reduce waste and recover costs.

Presence for Travel allows your customers to travel with ease and peace of mind.



**Been there, done that, ask us how!**

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