

Case Study:



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Rian Bornman, Founding Director, FlightSite



Summary

Flightsite is Africa's First Online Travel Agency based in Cape Town, South Africa, and serves thousands of travelers each month to book their holidays worldwide. It was looking for a new contact center solution to improve customer service scalability, flexibility, and cost-efficiency during peak travel periods.

Challenges

Some of the challenges faced in this project were:

- **Customer Expectations and Experience:** Customers have high expectations regarding online travel bookings, including convenience, transparency, personalized recommendations, and excellent customer service. Meeting these expectations and providing a superior customer experience can be challenging.
- **Technological Complexity:** Online Travel Agencies (OTAs) heavily rely on robust and scalable technology platforms to handle high volumes of queries, process bookings, manage payments, and deliver a seamless user experience across multiple channels. Keeping up with technological advancements and maintaining a reliable and user-friendly platform can be a significant challenge.
- **Data Security and Privacy:** OTAs handle sensitive customer data, including personal and financial information. It is crucial to ensure customer data's security and privacy, and OTAs must invest in robust security measures and comply with data protection regulations, such as the General Data Protection Regulation (GDPR).

The Project

FlighSite has successfully implemented Collab's cloud-based contact center solution, revolutionizing its customer service operations. With the new system, FlighSite has access to a cutting-edge CX solution and gains scalability and flexibility, easily adjusting resources to match demand during peak travel periods. The solution offers cost-efficiency by eliminating upfront hardware investments and providing a pay-per-use model.

This cloud-based solution further provides comprehensive analytics and insights, enabling FlighSite to make data-driven decisions and continually enhance the customer experience.

Company: FlightSite

Contact person: Rian Bornman,
Founding Director, FlightSite

Biggest Challenge

- Elevating CX
- Maintaining a reliable & user-friendly platform
- Data Security & Privacy

Technology Used

- OneContact CC

Key Benefits

- Omnichannel solution
- Cost-Efficiency
- Scalability & Flexibility
- Intelligent Routing
- Analytics & Insights

Results

Moving to Collab's cloud-based solution provided several benefits that positively impacted operations and customer service:

 **Scalability and Flexibility:** A cloud-based contact center allows FlightSite to scale up and down as needed. The flexibility to add or remove agents, phone lines, or channels is important for accommodating seasonal fluctuations, peak travel periods, and growth in a business.

 **Cost-Efficiency:** Implementing Collab's solution eliminated the need for large upfront investments in hardware and infrastructure.

 **Geographic Flexibility:** Collab's Cloud-based contact center solution enables FlightSite to have agents working from anywhere with an internet connection. With this flexibility, staff can work remotely, and the company can operate in distributed teams, or access a larger talent pool.

 **Multi-Channel Support:** Collab supports various communication channels such as voice calls, email, web chat, social media, and WhatsApp. This enables FlightSite to offer omnichannel customer support, allowing customers to interact through their preferred channels. It helps improve customer satisfaction and engagement by providing seamless experiences across different touchpoints.

 **Advanced Routing and Queuing:** Collab offers intelligent routing capabilities to ensure customer inquiries are directed to the most appropriate agents or departments. They can route calls based on factors like language, skill set, customer history, or priority. Efficient call routing reduces customer wait times and improves first-call resolution rates.

 **Analytics and Insights:** Collab provides detailed reporting and analytics features.

Cloud-based solutions enable FlightSite to provide cost-effective customer service as their business grows. By partnering with Collab, FlightSite can focus on providing an innovative travel portal while Collab handles all communication needs.

"FlightSite provides services to mobile, retail, and banking companies, and, from a service and compliance perspective, we have enjoyed a strong working relationship with 1Stream, who provides us with the Collab solution that meets all our clients' requirements.

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Rian Bornman, Founding Director, FlightSite

Check Out our website!

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