Travel Counsellors

Holiday Experts Improve Productivity and Service Quality
the customer overview

Customer
Travel Counsellors

Website
www.travelcounsellors.com

Number of employees
Approx 1,400 home-based franchisees and 250 support staff globally

Country or region
Head office based in Bolton, North West, United Kingdom

Industry
Travel and Leisure

Customer profile
Travel Counsellors are global leaders in personal travel service. With over 20 years experience and fantastic growth and countless awards in the trophy cabinet. Travel Counsellors now have over 1,400 members globally due to their customer first attitude. Their focus on people has led them to become one of the most loved travel companies in
“We didn’t consider any other partner than risual for this engagement after their successful Lync design session. We needed a quick improvement on our existing solution. Through their engagement process with us, we were able to assess a combination of products and decided Espera would help us better monitor and manage our calls, helping us provide a better service and increase productivity.”

Paul Speakman, IT Director, Travel Counsellors
Travel Counsellors were becoming increasingly aware that their existing Lync solution was no longer adequate in terms of reporting and monitoring on calls from staff into their growing support centre.

Sandie Fisher, Operations Manager at Travel Counsellors stated, “We are not a call centre, but it’s all about delivering great service, and we were getting feedback that it could often take a long time to answer calls. We needed to know how many calls were waiting and improve our service by proactively managing workflows and call groups.”
Having previously invested in Microsoft Lync, Travel Counsellors were aware of the benefits that the solution could deliver to their business. When the business priority became an improved service for their support centre, they trusted risual to deliver a cost effective and efficient solution. Some of the business needs Travel Counsellors were looking for include:

- Improved productivity from agents
- Ability to report on call activity
- Visual dashboard to show calls waiting
- Proactive management of staff to reduce calls waiting
- Engaging end-user experience
the solution
When Travel Counsellors decided to implement the solution, they knew risual were a partner who were able to demonstrate excellent project delivery capabilities and commence work rapidly due to their previous engagement with risual. Espera was chosen as a simple, cost effective solution to ensure maximum value from their existing Lync deployment, and risual were quickly able to deploy the system and provide training to members of staff.

benefits
Travel Counsellors have seen an immediate and dramatic reduction in abandoned calls, as well as a general improvement in all calls being answered quicker.

Sandie Fisher stated, “The Espera software allowed us to report and see where we were lacking in resources to keep up with call demand. We can now produce in-depth reports quickly and identify where we need additional support.”

Staff have also responded well to the visual dashboard that Espera adds which has led to an increase in motivation and productivity due to adding a competitive element to answering the most calls.
Due to risual’s customer engagement process, they were already aware of the technology Travel Counsellors had deployed and worked hard to comprehensively understand the challenges that they faced. They also understood that the project required a solution that was cost effective and would work in-line with the client expectations. The approach they took was to ensure the environment was delivered to “best practice,” standard.

Richard Blackburn of risual says, “Travel Counsellors had an existing Microsoft Lync solution, but it did not quite fulfil their needs in terms of reporting and management. An Espera solution offered improved features and functionality, and our existing partnership with Travel Counsellors meant we were able to provide a quick turnaround with a great understanding of their infrastructure and business. Our partnership with Travel Counsellors has helped us meet the business needs for improving communication which has in turn enabled a more efficient way of engaging with their most valuable asset.”