

CUSTOMER EXPERIENCE



ABOUT WORLD TRAVEL INC.

Type: Professional travel management company

Location: Douglassville, Pennsylvania, U.S.

Configuration: Five main reservation centers, plus more than 60 remote locations

Staff: 450

Website: www.worldtravelinc.com

CUSTOMER NEEDS

- A robust, reliable communications platform for a contact center environment in multiple regional and remote teleworker locations
- An easy way to flow calls to each client's dedicated agents
- A teleworker solution to allow agents to work from their homes
- Four-digit inter-office dialing
- Call reporting capabilities to provide detailed reporting for customer Service Level Agreements (SLA)

"If our high-touch clients can't get in touch with their dedicated agents, it's an issue. Our new Mitel Unified Communications solution helps ensure that clients all get the personal service they expect at all times. It has been instrumental in generating and retaining a lot of business for us."

— George Gadebusch,
Chief Information Officer, World Travel

World Travel Clients Can Count on Round-the-Clock Service Thanks to Mitel Unified Communications

The Company

Wherever they are in the world and no matter what time it is, clients of World Travel Inc. can count on being able to phone in and reach a customer service representative specifically assigned to them and personally familiar with their travel requirements. It is that level of personal service that has helped the fast growing Pennsylvania-based company achieve an astonishing 98 percent retention rate among its corporate clients and made it one of the largest travel management companies in the United States.

The Challenge

The company's rapid growth and determination to maintain its high quality of personal service created new challenges. One was the difficulty of finding well-qualified employees with travel industry experience in the predominantly rural area where World Travel's headquarters and reservation centers are located. Another was the fact that the organization was outgrowing its existing office space. Thirdly, its outdated telephony platform did not provide the ability to network different reservation centers together, making it difficult to flow calls from one site to another to respond more efficiently to customer needs.

The Solution

What George Gadebusch, World Travel's chief information officer, discovered, however, was that he was able to address the first two challenges by solving the third. With an IP-based unified communications solution from Mitel®, the company was able to save on real estate costs and recruit the best available employees, no matter where they lived, by creating a single virtual contact center staffed by more than 350 agents in five different reservation centers and more than five dozen remote offices.



CUSTOMER EXPERIENCE WORLD TRAVEL INC.

SOLUTION COMPONENTS

- Mitel 3300 IP Communications Platform (ICP) deployed in five sites
- Mitel Enterprise Manager
- Mitel Teleworker Solution
- Mitel Customer Interaction Solutions

RESULTS

- A flexible communications system to enhance the company's business model
- Calls can be flowed efficiently to each customer's dedicated agents in various locations
- With agents working from home, the company can hire the best-qualified people regardless of location
- Savings on real estate costs as the need for additional office space is eliminated
- Calls can be transferred between sites more easily
- Long distance calls cost savings
- Call reporting capabilities have helped secure key clients

"We didn't want our agents bound by geographical boundaries," says Gadebusch, describing the transformation he helped achieve by setting up the Mitel Teleworker Solution in many employees' homes. The backbone of the system is the Mitel 3300 IP Communications Platform (ICP) in each of five reservation centers. By using Mitel Enterprise Manager to simplify system management from a single interface and with the addition of Mitel Contact Center Management, World Travel now has a robust, flexible communications system that is "configurable for the way we do business" says Gadebusch.

The Results

One of the key features of World Travel's business model is that each corporate client is typically served by a group of dedicated agents. Gadebusch is able to customize the company's new phone system so that incoming calls are automatically routed to an agent serving that client. Members of each group may be located in different offices or working from home, but this makes no difference to the way calls are distributed or to the wealth of information and tools that the agents have at their fingertips for handling each call. With company-wide four-digit dialing, agents in far-flung locations are able to call one another or hand-off a call, as easily as if they were in the same office. By using IP telephony, the company also saves on long-distance charges.

World Travel has also derived significant business benefits from the call reporting capabilities of the Contact Center Management solution. Managers and supervisors now have access to real-time statistics that can help forecast future workloads and make immediate adjustments to call flow in response to fluctuations in traffic volume. Furthermore, corporate clients can be provided with detailed reports on how their calls are being handled. "This was a big bonus and also a very pleasant surprise," says Gadebusch, since it enabled the company to address the needs of new and prospective clients who were seeking service level agreements (SLA) in their requests for proposals.

Even though many aspects of the travel business are now going online, World Travel's clients still make 80 percent of their reservations on the phone. "If our high-touch clients can't get in touch with their dedicated agents, it's an issue," says Gadebusch. "Our new Mitel Unified Communications solution helps ensure that clients all get the personal service they expect at all times and it has been instrumental in generating and retaining a lot of business for us."

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