



+ HOSPITALITY & ENTERTAINMENT

Case Study

Hospitality & Entertainment: Creating “Memories Worth Repeating” with Intelication



Industry

Hospitality & Entertainment

Geography

North America

Company Size

10 000+

Feature Highlighted

Voice + Digital

Background

The hospitality industry is all about creating memorable experiences and bringing people together. To do this successfully, companies must provide exceptional customer service, a task that has become more complex with the rise of digital and mobile-first consumer preferences. The challenges include managing high contact volumes during peak seasons, offering multiple contact channels, and maintaining a consistent and positive brand experience across all touchpoints. Guests expect seamless, personalized, 24/7 support on their preferred channels, whether that's a phone call, text message, or chat.

One client in the hospitality industry has 22,000 passionate hosts that make this purpose possible through everyday acts of love and service—what they call Heartspitality®—the intersection of heart and hospitality. Following the belief that *together, we love in all we do, every day by caring for one another, welcoming our guests with warmth, and making a positive difference in our communities*. To ensure this mission is reflected in every guest interaction, they sought to unify their contact center operations under a single, modern, cloud-based platform.

Challenges

Three years ago, our customer embarked on a journey to centralize their contact center operations. The client recognized the need for a single, unified platform that could support omnichannel communication across all of its locations. The goal was to overcome the fragmentation of their existing systems, which made it difficult to provide a consistent and efficient guest experience across their various properties.

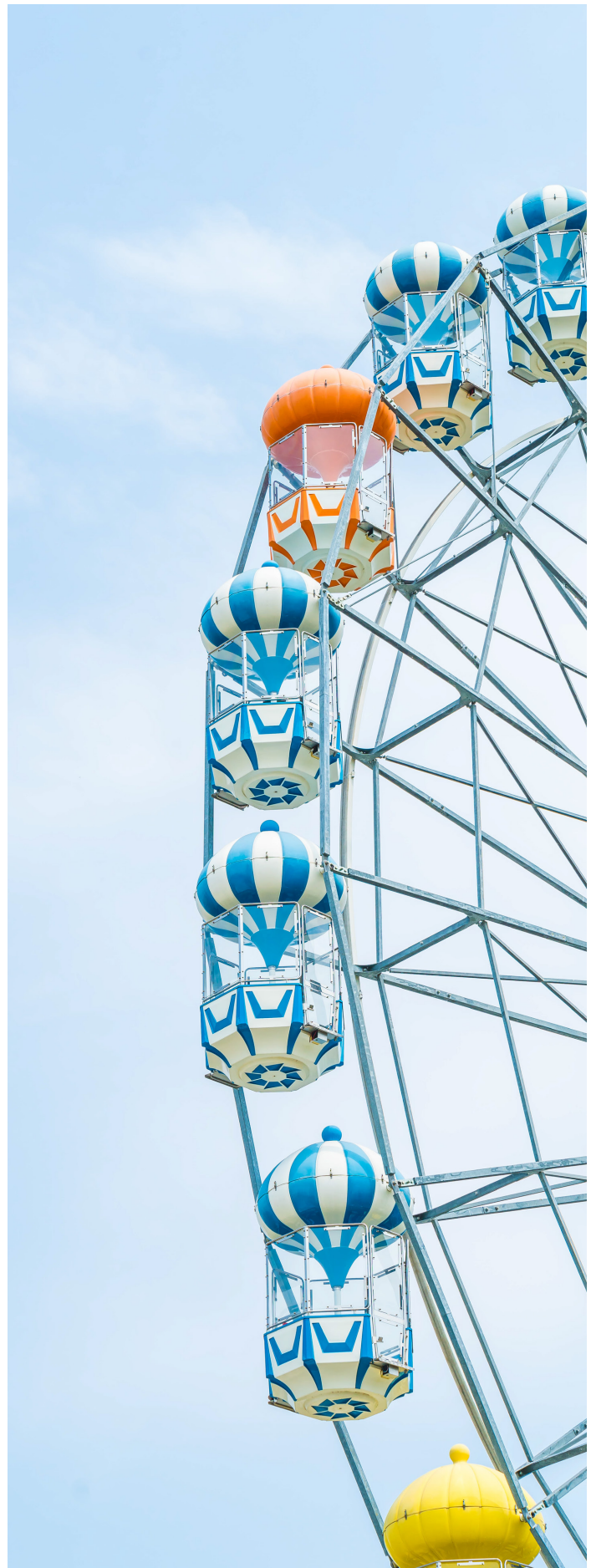
The company was challenged with finding a solution that could not only handle the complexities of a large, multi-property enterprise but also scale to meet the fluctuating demands of the hospitality industry. They needed a platform that would improve productivity and operational efficiency while simultaneously enhancing guest satisfaction.

The client recognized that to improve their guests' experience, they needed a partner that understood the importance of engaging guests on their preferred communication channels. They were looking for a forward-thinking solution that could adapt to the ever-changing landscape of customer preferences.

The CX technology selected with Intelication's help "is a strategic partner invested in our success. They are a perfect match for an organization seeking a modern, customer-centric contact center platform."

Director of Contact Center

Entertainment & Hospitality Industry



Solution

After a comprehensive evaluation process, the client selected a contact center partner recommended by their trusted advisor, Intelication. The implementation was designed to be smooth and was customized to fit the client's specific pace and operational complexity. The cloud contact center platform provided a centralized, omnichannel solution that unified the client's various contact centers, enabling a consistent and high-quality experience for guests regardless of which property they were contacting.

The contact center platform offered the capabilities required such a robust suite of voice and digital engagement tools, along with powerful analytics and AI integration. This enabled the client to not only consolidate its operations but also to gain a deeper understanding of its guest interactions. The platform's ability to integrate with the client's existing systems and its ease of use for agents were key factors in the successful deployment.

The partnership with the contact center & Intelication has allowed the client to implement a scalable and forward-thinking solution that aligns perfectly with its evolving needs. This means they can continue to deliver personalized, high-quality service, even as the company grows and adds new properties.

Since deploying, we've seen measurable improvements across the business. Average Handle Times have decreased by 12%, we've reduced costs by 6% per contact, and most importantly, we've improved our Net Promoter Scores by 9% by being able to engage guests on their preferred channels. This partnership has allowed us to deliver the high-quality, memorable experiences our guests expect."

Director of Contact Center

Entertainment & Hospitality Industry

Results



Since implementing the contact center platform, the client has seen significant and measurable improvements in its contact center operations. The company has realized gains in productivity through reduced handle times and cost savings by optimizing resource allocation across the enterprise. Specifically, they've decreased its average handle times by 12% and reduced costs by 6% per contact.

Most importantly, the partnership has led to a noticeable improvement in guest satisfaction. Their Net Promoter Score (NPS) has improved by 9% because they are now able to engage guests on their preferred channels, providing a more convenient and positive experience. The contact center platform has enabled the client to maintain its commitment to creating memorable experiences, even during support interactions.

The platform selected continues to be a scalable and forward-thinking solution for the client. The client plans to leverage capabilities in Workforce Management, advanced analytics, and AI integration to further enhance its operations. With a robust product roadmap and a strong commitment to continuous improvement, the platform selected is positioned to support their continued growth and its mission of bringing families together by creating memories worth repeating.

About Intelication



For More Information:



At Intelication (intelication.com), we make technology decisions easier for you. Think of us as your go-to tech advisor, whether you need help evaluating software, hardware, or best service teams, our job is to connect you with the right solutions (at no cost to you) so you can focus on what matters most, running your business with confidence.

Contact us today at info@intelication.com if you would like us to help you with vendor evaluations or new vendor selection cost assessments!