



UNIX Solutions – B2C Client Success Story



Client Snapshot

A fast-growing B2C travel startup offering personalized holiday packages across Southeast Asia and Europe.



Project Timeline

Start: February 2024

Team Size: 7 sales agents + 3 post-sales support agents



Objectives

Increase conversion on inbound travel leads

Reduce turnaround time for post-sales queries

Create a scalable, high-performance offshore support model



Our Solution

Deployed a 10-member blended team within 2 weeks

Delivered custom onboarding, policy alignment, and soft skill training

Built daily lead tracking sheets and live dashboards

Integrated with the client's CRM, managing voice, email, and chat



Key Impact (Feb–Oct 2024)



Revenue increased by 35% over previous in-house benchmarks



Conversion rate rose from 12% to 18% (inbound leads to booked trips)



Post-sales resolution time cut from 36 hrs to just 18 hrs



First Contact Resolution improved by 22%



100% SLA tracking & weekly reporting established



Client Feedback

“UNIX didn't just plug into our system — they helped us scale faster than we imagined. This team feels like an extension of our own.”



What Made It Work

Travel-industry trained support agents

Custom QA scorecards and coaching

Proactive reporting + weekly calibration with the client