

Case study | 2018

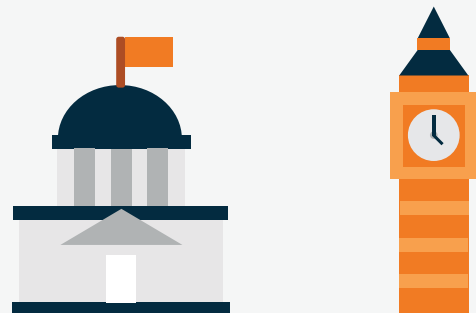
Making Vital Connections at Corporate Travel Management

Business travel... is a demanding business. The world of corporate travel is in the throes of a much-needed rebirth as new generations of app wielding, tech-savvy employees move up through the corporate ranks. Today, technology is an essential part of the experience, as business travellers expect it to meet their demands and take the stress out of travel in ways it never has before. Technology that gives them the freedom to “self serve” for speedy bookings or to navigate the blurred lines of bleisure*. Technology that provides the flexibility to change bookings on the go, with the reassurance that any issue can be sorted with a single call to an agent. And importantly, technology that makes travel safe and transparent. It’s dynamic, fast paced and for the provider... a huge, but exciting challenge.



That’s where we come in...

*Business travel extended for pleasure



The brief:

CTM is an award-winning provider of innovative and cost-effective travel management solutions to the corporate market. Headquartered in Australia, the company employs more than 2,200 FTE staff globally and provides localised service solutions to customers in more than 70 countries. The UK business came to us in 2017 with three specific challenges. To support CTM in:

1. Meeting and reporting against stringent client SLAs.
2. Empowering their agents with advanced call control
3. Provide a more effective and flexible call management solution throughout Europe and support an office move in Scotland.

1. Meeting and beating SLAs

With 300 business clients, each with their own Service Level Agreements (SLAs), CTM chose Sesui for its robust reporting. Sesui's one of very few cloud communications providers able to deliver live reporting so that clients can see what's working well (or isn't) at any given moment. One of CTM's new customers had stringent SLAs, and just a few months into the relationship, CTM was struggling to meet their targets and urgently needed to review response times.

Karen Janssen, Chief Information Officer, CTM EMEA explains: "Using the old system, we were either missing calls, leaving callers on hold or our email turnaround simply wasn't fast enough. We just couldn't get clear on why and where it was going wrong. Sesui Agent Connect's live reports and Sesui Wallboard Connect helped us to get things under control, by making it easy to quickly spot call surges so we could adjust our resourcing. Our agents aren't all in the same building, so a virtual contact centre allows us to flex our staffing to suit our clients' needs at any given moment."

Culturally, every business is different. The complexity for CTM, is to firstly understand the unique habits of each organisation's employees and how that impacts on the way they operate, and to then resource its teams accordingly.

In addition to the live reports, Sesui Supervisor Connect provides CTM with access to management reports that highlight user trends and help CTM report against client SLAs.

"The Sesui management reports help us to present phone booking statistics every Monday to our client in the granularity of detail they need. It's the sort of visibility they've never had before. In situations where we haven't met our SLAs, we can then clearly show why. For instance, for one client, we could see that many of the missed calls were occurring after 6pm when our teams had gone home. The client hadn't requested one of our overnight teams, so when we were able to show this, the client could then go back and change its in-house processes."

2. Empowering agents through better call control

CTM has offices across Europe, each with their own dedicated phone numbers. With its teams handling multiple clients and complex bookings at any one time, CTM needed the ability to manage all of those conversations through one platform. Sesui Agent Connect allows the teams to do just that.

"We absolutely needed a system that would be simple to manage and that could deliver against a high level of complexity," Ms Janssen said. "Sesui's inbuilt call control empowers the agent to handle the call however they need to in order to deliver that vital first contact resolution; whether that means putting the call on hold, transferring, plucking from the queue or opening it up to a three-way conversation".

Also critical to CTM was the ability to use skills-based routing. "We could see one client had a high volume of hotel booking calls, so were able to create a dedicated team of hotel agents and used skills based routing to direct all of those customer calls there," Ms Janssen said.

In this new era of travel, customers want the ability to go online and book for themselves – to self-service. In fact many businesses already mandate the use of booking tools. But there has and always will be a role for voice calls. When a travel booking is more complicated, customers often just want to pick up the phone and speak to someone. And when issues arise during the course of travel, it's far easier for a customer to press a button and get an instant call back, than it is to try and manage it remotely. There is a time and a channel for every scenario.

3. Replace a failing telephone system and an office move in Scotland

A series of events led to CTM Germany losing confidence in their communications system. For one, their outbound calls were presenting UK numbers and ringing tones, which was confusing clients. More frustratingly, in periods of high call volumes, some calls were being delivered to the wrong destinations. The team needed a solution that would resolve these issues while making use of their existing network and site infrastructure.

Sesui's cloud-based Call Manager software simply floats above what a company's already got, so the team were able to install a whole new communications system that overlaid CTM's existing WAN network, together with new SIP phones and Sesui Agent Connect licenses for 15 agents.

The team immediately benefited from more complex routing capabilities, better SLA reporting and ultimately happier customers. Since then, CTM's gone on to introduce the same solution for 21 agents in France, 70 agents in Glasgow and 50 agents in London, including home workers and the 24/7 team.

And in a single weekend, Sesui was able to support CTM Glasgow in a live office move. All of the existing numbers were ported, 70+ IP phones and 50+ Sesui Agent Connect licenses were set up, and all of the testing and training was undertaken without losing a single call.

The results

"There are a lot of standard contact centres and unified communications environments available today. Sesui's Call Manager software ticks all the boxes delivering on scalability and flexibility. But with Sesui, it's all about the people.

The speed to market and the response times in getting things up and running is very quick. And they never falter when it comes to complexity. There are very few challenges that I'm not comfortable the team won't sort out – they're pretty smart," Ms Janssen said.

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If, like CTM, you work in travel, and you need to keep pace with your clients' changing needs, get in touch with our team for a free demo.

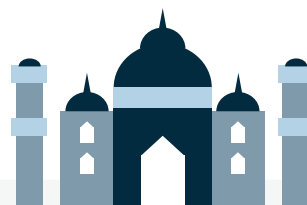
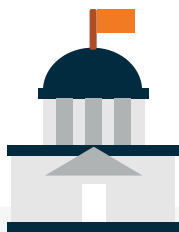
We're Sesui. We make vital connections.

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About Sesui

Sesui's the bright British innovator of award winning cloud communications software - connecting people to organisations when it's critical they get through.

For 15 years we've specialised in untangling communication systems and putting them into the cloud for organisations that provide a vital service in healthcare, travel, manufacturing and the voluntary sector. Our cloud software – Sesui Call Manager – floats above an organisation's technology so they don't need to replace what they've already got. All the reliability of the cloud, with the nimbleness, elasticity and sustainability of Sesui.

Sesui
cloud communications



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