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Renee Bergman, Director of Reservations and Sales

Is there anything better than that long-anticipated getaway with family or friends?

While, for the rest of us, ‘vacation’ means downtime, for MLT Vacations, it’s all business.

This 40-year-old, Atlanta-based company is one of the largest providers of vacations in the United States, managing multiple vacation package brands, including Delta Vacations®, in partnership with Air France Holidays and Alitalia Vacations; and Aeromexico Vacations®.

The real heart of MLT Vacations is its industry-leading operations center in Minot, North Dakota, which houses, among other teams, the company’s sales and service team—the people dedicated to making each customer’s getaway a memorable, fun-filled event, from departure to arrival back home.

“We provide a convenient, one-stop shop for vacation planning, from booking air travel, hotel accommodations and transfers to setting up ground handlers and sightseeing excursions at every destination. We take care of every vacation detail,” explained Renee Bergman, director of reservations and sales for MLT Vacations. “We also coordinate group events, from small to large destination weddings to large corporate events for groups of 20 to as many as 500 people.”

In addition to its airline and hotel partnerships, one of MLT’s big differentiators is the quality of its agents. Not only does the company hire agents who love to travel, but individuals who can master the sometimes complicated art of end-to-end travel planning.

“Our industry is unique in that we’re not just booking airlines or hotels; we handle everything,” explained Michelle Cowper, director of workforce development for MLT Vacations. “Our agents are advisors, engaging the customer and navigating multiple systems to find the information they need. That takes a special kind of person, and a special kind of coaching.”

However, MLT’s old contact center workforce optimization solution didn’t really do the job.

“Before Envision, coaching was a laborious, manual process. We had four people whose primary responsibility was splicing calls to make them more manageable for our supervisors

MLT | V A C A T I O N S™

Results

- Recording 50 percent of calls instead of just 30 percent
- Review recordings in hours instead of weeks
- Increase service levels and revenue per booking

Industry

- Travel

to listen to and send feedback along to agents,” Bergman said. “Not only was this process inefficient, but the team rarely finished before the end of the month. So we were coaching long after the fact. Nothing was immediate.”

Clearly, it was time for that old coaching system to take a permanent holiday.

Enter Envision Click2Coach®

After shopping around for the best solution, MLT’s leaders discovered Click2Coach from Envision. That changed everything—for the company and for the 135 reservations sales and service employees and the seven supervisors who were responsible for their continued growth and success, as well as improving customer experience.

“Click2Coach is an amazing recording and coaching tool and our supervisors love it,” Cowper explained. “Because we’re now recording 50 percent of our calls instead of just 30 percent, our supervisors have a broader selection of coaching options. They can select specific calls to review, and sort by many different parameters, including call type or length of time. If we’re looking at handling time, they can extract the longer calls and find out why these went long. Not only can we provide better coaching now, but we’ve been able to redirect the four people who used to just pull calls for review. More importantly, we can review more calls, so we can provide more comprehensive, more immediate input to our agents.”

Now, instead of waiting three weeks to listen to and coach on calls, supervisors can now send recorded calls merged with evaluations as coaching packages directly to agents for review within hours.

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Because MLT Vacation agents deal with multiple systems and multiple providers, it’s important to look at the big picture when coaching: namely, not only what the agent says, but what he or she sees on the computer screen.

“One of the big advantages of Click2Coach is that we can not only record the call but get a video capture of the screen navigation that accompanied that call. That is huge,” Bergman said. “We can see if the agent isn’t using all of the resources we have available, or if we had some kind of technical problem that prevented him or her from getting the right information. Being able to see what our

agents saw and what they did as well as hearing what they said to the customer is so much better than just listening to the audio. It enables us to understand that agent’s thought process—how he or she reacted.”

From a Real-World Classroom to More Meaningful Coaching

MLT leaders now use these recorded calls and visuals to create a call library.

“You can train new hires with hypothetical examples, but when you have the ability to bring real-world calls into the classroom, that’s a powerful thing,” Cowper explained. “With Click2Coach, we can continually catalog calls to use in training. We see a big difference when our trainees can actually hear someone else deal with a particular question or situation. Envision gives us that opportunity.”

Click2Coach is also a real asset for coaching MLT agents who work from home.

“We’re big believers in one-on-one, face-to-face coaching, so we still have our work-at-home team come into the office,” Bergman said. “However, with Envision, we can supplement those in-person coaching sessions by providing call feedback electronically. This makes coaching a continuum, even for those agents working remotely.”

The supervisors appreciate the tool, the agents love the feedback, and MLT is seeing results.

“We have been on a strong program to increase revenue per booking over time, and we’ve definitely seen that number go up. Envision is not the only reason for that increase, but it is a contributing factor. We now can handle coaching more strategically,” Cowper said.

Moving forward, the company plans to take full advantage of the new version of the Envision Click2Coach software, which enables users to search for calls by using associated data from desktop applications and workflow. For example, they can search for calls by reservation number, destination or a variety of other new variables.

“With Click2Coach, we can determine not only how the agent is interacting with the customer, but we can see if that agent is taking longer because he or she is going through extra screens to get to the same place he or she could get to in one,” Cowper said. “If someone calls customer service with an issue, we can pull that exact call quickly and review it, so we can resolve the problem or answer the question. So, Click2Coach enables us to increase our service levels, as well.

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SUCCESS STORY

Envision—Contact Center Performance Assured.

Envision helps companies better align and integrate the people, processes and technologies within the contact center to drive exceptional customer service. Our belief is that continuous agent improvement helps maximize every contact with customers, which ultimately drives increased contact center and enterprise performance. Envision Centricity is a complete Workforce Optimization suite to aggregate, monitor and analyze data and performance at the agent, contact center and enterprise levels. It is comprised of multiple applications including Envision Workforce Management™ for scheduling, forecasting and staffing, with applications for quality monitoring, identity protection and compliance, and analytics; and the industry-renowned Envision Click2Coach® for fully integrated quality monitoring and management, e-learning, automated coaching, robust analytics and performance management capabilities. Visit www.envisioninc.com, email info@envisioninc.com or call 206.225.0800 ext. 500 for more information.