

Delta Hotels and Resorts has improved customer service and sales, increased agent productivity and decreased employee turnover since implementing Envision Click2Coach®.

Situation

It all began with a single 62-room motor inn in Richmond, British Columbia. Founded in 1962, Delta Hotels and Resorts has grown to become Canada's leading first-class hotel management company. Today, we boast a diversified portfolio of 46 city-centre, airport and resort properties.

Widely viewed as the brand of choice for discerning owners and guests, we also take pride in being an exemplary employer to more than 7,000 people and an active corporate citizen building stronger Canadian communities from coast to coast.

Delta Hotels and Resorts Global Reservation Services (GRS) is responsible for providing its customers with the information they need to make reservations via Voice, Web, and Travel Agent Networks, as well as database management and marketing support services for Delta. GRS operates 24 hours a day, 365 days a year with a team of 150 people providing a variety of high quality services to their guests.

Automated Solution Improves Agent Effectiveness

Before implementing Click2Coach, GRS used a voice-only automated monitoring system that was out-of-date and evaluated their agents using Excel spreadsheets, which was time-consuming and inefficient. Selecting Envision allowed managers to evaluate, develop and coach customer service representatives using a unified system where calls could be retrieved and evaluated quickly and easily. Now, Delta GRS has an efficient and effective system for rewarding top-performing CSRs and coaching those who need improvement.

Since implementing Click2Coach®, Delta GRS has increased call conversion rates by more than six percent, representing millions of dollars in revenue for the company.

Click2Coach Increases Call Conversion Fueling Revenue Growth

With Envision's solution, GRS delivers eLearning clips with annotations directly to CSR desktops to address specific skill gaps. CSRs are now able to understand what's required to improve their performance and take action to enrich CSR-customer interactions immediately. Within the system, GRS agents have the opportunity to evaluate their performance, improving communication between CSRs and their supervisors. CSRs can also listen to evaluated calls when it's convenient, increasing their availability to take customer calls during peak times. Click2Coach has positively impacted sales by allowing Delta GRS Leadership to identify missed sales opportunities, coach "soft skills" and enhance call evaluation forms to better focus on their key priorities, which include accuracy, customer service, sales and driving quality improvements across the center.



Overview

Industry

- > Travel and Hospitality
- > 150 agents
- > 24x7, 365 day operations

Website

www.deltahotels.com

“Click2Coach is the ultimate tool for training our CSRs,” said Kendall. “This seamless solution delivers effective training packages directly to CSR desktops to address skill or knowledge gaps rapidly, to increase customer conversion rates critical to our sales success.”

—Perry Kendall
Director, Delta Hotels and Resorts
Global Reservation Services

Unified Solution Delivers Consolidated “Best Practices”

Delta GRS has one team leader for every 15-20 agents. All team leaders started as agents and were selected for their leadership and teamwork skills. Envision Quality Monitoring tips and Envision eLearning clips allow team leaders to share their best practices to develop successful agents. “Click2Coach leverages the power of coaching to a significant extent,” said Perry Kendall, Director, Delta Hotels and Resorts Global Reservation Services. “Envision’s eLearning clips are a vital practice here at GRS, and utilizing these clips has created an accelerated agent growth process that positively impacts the bottom line.”

New Hires Become Productive Quickly

Training is at the heart of GRS success in satisfying its customers, increasing sales and agent effectiveness. GRS has implemented a training strategy and program for its employees to consistently move its business forward. New hires can easily listen to a library of “best practice” calls to gain better insight into customer service expectations and identify missed opportunities in recorded calls that need to be improved. “Click2Coach is the ultimate tool for training our CSRs,” said Kendall. “This seamless solution delivers effective training packages directly to CSR desktops to address skill or knowledge gaps rapidly, to increase customer conversion rates critical to our sales success.”

“With Envision’s screen capture capabilities, we have greater visibility into how our CSRs are processing customer reservations. Better insight allows us to improve the efficiency and effectiveness of these processes via training and individual coaching to increase time spent on customer calls, which has a direct impact on sales.”

Perry Kendall Director Delta Hotels and Resorts Global Reservation Services

Results

Since implementing Click2Coach®, Delta GRS has:

- Increased call conversion rates by more than six percent
- Helped increase revenue by millions of dollars
- Accelerated GRS agent growth process

About Envision

Envision is a pioneer in delivering innovative team coaching and performance improvement products and services to the contact center. Envision’s landmark and industry-renowned Click2Coach® fully integrates the value of quality monitoring and management, e-learning, automated coaching and robust analytics and performance management capabilities.

Envision marries the power of Click2Coach and Envision Workforce Management™ together on the award-winning Envision Centricity® Web-based workforce optimization (WFO) technology platform to deliver a full spectrum of ROI-driven efficiency and effectiveness gains that meet the most specific and unique objectives of customer-focused organizations worldwide.

A commitment to unparalleled customer-centricity is at the center of the company’s mission and is what makes Envision the authority on delivering an uncompromising customer experience. Visit www.envisioninc.com, email info@envisioninc.com or call 206.225.0800 ext. 500 for more information.

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Envision Click2Coach integrates traditional quality monitoring with personalized coaching solutions, enabling contact centers to efficiently and continually develop the agent skills needed to be truly effective. With Envision Click2Coach, supervisors can easily review customer interactions, evaluate agent skills and integrate training content with evaluations and annotated feedback to deliver customized, targeted coaching directly to the desktops of agents in a timely and digestible format.