

L'TUR Improves Customer Experiences With More Effective Agents

L'TUR is a market-leading, last-minute travel company servicing travel customers 24/7. Everyday, the company's front-line agents need to sift through an ever-changing portfolio of last-minute travel offers to optimize their customers' travel plans. L'TUR needed a solution that could improve agent performance driving efficiency and sales while improving customer satisfaction.

Since 1987, the L'TUR Tourism Company has offered last-minute trips worldwide. With 355 million in turnover in 2004, L'TUR is a leader in the last-minute travel market in Europe.

L'TUR is a typical multi-channel company. Since 1993, the company has offered trips not only from their own offices but also via the Internet and its own Communication Center. Since 1994, the last-minute travel market in Germany has tripled, from 4.5 million to about 11 million and customer demand has accelerated.

In response to constantly growing competition, L'TUR has increased its investment in customer relationship management by becoming more customer-oriented.

Improving Agent Effectiveness

Every L'TUR employee works with a self-developed booking system. This system provides the agents with the necessary data and facts to deliver optimal customer service. The wide variety of technological possibilities and the ever-changing portfolio of offers require intensive new-hire and existing employee training.

Product and price differentiation is difficult. L'TUR has become more aggressive in connecting its customers with competent agents who can help them navigate through choices easily. Competent agents meet customers' need for highquality information regarding their trip choices. The booking system provides each customer with a travel offer based on experienced analysis and individual customer requirements. Click2Coach® helps agents learn how to optimize travel choices by improving their use of the booking system and how they interact with customers.

More Effective Agents Improve Customer Experiences

Large, group-based training has been replaced by individual coaching based objectively on each agents' specific needs. With Click2Coach, L'TUR has achieved the following results:

- a shorter average conversation time per phone call
- a shorter period of review after the conversation
- less mistakes caused by poor data entry
- less call backs



Overview

Results

- > Employees increased sales performance by over 50%
- > Doubled the number of coaching sessions per agent
- > Reduced average call duration by 11%
- > Decreased quality monitoring time
- > Significantly reduced data entry errors

Purchase Decision Factors

- > Automated and effective coaching system
- > Improve agent product knowledge
- > Drive efficiency and effectiveness of customer service delivery
- > Rapid implementation
- > Regulatory constraints

Product Solution

Click2Coach®

Industry

Travel

Web Site

www.ltur.com

“ Thanks to the implementation of Click2Coach and its option of accompanying the process on the screen while in conversation, we are now able to know a lot faster, where technological options in the daily business are not being fully utilized.”

Alexander Schlotter

Head of Coaching and Training, L'TUR

Click2Coach Improves Communication and Product Knowledge

In areas where training deficiencies in product knowledge are identified, employees receive missing information directly at their workplace through a browser-based application. This can be in the form of cards, pictures, animated training clips or simple documents. In this way, the agent can use the phone call-free time to train without leaving the workplace.

“ When applied during the training of new employees, this strategy shows a clear reduction of the training period by 40%.”

Alexander Schlotter, Head of Coaching and Training, L'TUR

With Click2Coach, L'TUR can ensure the quality of its agent-customer interactions by recording conversations and evaluating agent performance. This solution provides a systematic way for supervisors to evaluate their agents.

Targeted Training Improves Performance

Agent self-image is influenced by outside perception of performance. With Click2Coach, L'TUR improved the training process by allowing agents to listen to their own behavior and learn from both positive and negative experiences.

L'TUR employees have accepted the quality monitoring solution because of their positive experiences. Today, the solution is an integral part of the company's quality assurance program.

“ Thanks to Click2Coach, the number of qualified live-coaching conversations has more than doubled.

The most important part of our coaching is the so-called soft skills, meaning, we consider very important not only ‘what’ is being said, but more importantly ‘how’ it is being said.”

Alexander Schlotter,
Head of Coaching and Training, L'TUR

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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