

 open destinations

CLICK & CONNECT

How Live-Chat revived award-winning customer service standards for UKs leading Ancillary Services.



20-30k
conversations
managed per month



Increased sales
through human
resolutions



Satisfied customers
with 9.2 NPS scores



Record revenues
in 2023 using
Live-Chat



Reduced burden
on customer
service teams

THE CHALLENGE

Reviving critical services with minimal capital

The client is the UK market leader in travel ancillary services, offering airport hotels, airport parking, airport lounges, airport transfers, travel insurance, holiday car hire, airports by rail and coach, and UK port parking. They provided award-winning services to customers comparing and booking optional extras on holiday, including exclusive, multiple-product packages, all in one place.

Coming out of the pandemic, talented professionals joined other industries, and just like most businesses, our client faced the similar challenge of reviving the business with minimal capital. Encouraging staff to come to the office to provide secure service to their end consumers was a big challenge.

Rather than being stuck with an automated voice response for the first 5 to 20 minutes, **Travel customers love connecting with an actual person to appreciate their concerns and take care of them at the click of a button.**

THE SOLUTION

Increased sales, reduced burden with live-chat services

With 25+ years of travel industry expertise, Open Destinations was selected. Together, a pilot live-chat function launched to relieve the administrative and financial burden on their traditional call centre operation.

Chats make it easy for customers to take down booking references and other personal info for the agent instead of spelling them out over phone chats. Customers can easily copy and paste details instead of dictating and repeating them to ensure the agents get it right the first time.

From the initial 5 ODL members, the team soon scaled up to 36 FTEs within six months, delivering an NPS score of 9.2, a quality score of 93%, a first contact resolution of 82%, and an average handling time of 10:20 minutes.

With remarkable efficiency, the team successfully managed between 20 – 30K chats/month, leading to 2023 being their most prosperous year in annual revenues.



“Unlike conventional call centres, Live-Chat agents handle 4 to 5 customers simultaneously. This reduces operational burden, helps firms turnaround resolutions and churn out real-time sales.”

Arif Khan, SVP, ODL

Business Support Services allows you to focus on your products, sales and revenue.

We deliver high quality communication to travellers throughout their entire trip experience: from booking, payment, confirmation and itinerary to trip information and management.

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