



DIGITAL

Contact Center

**Providing differentiated
omni-channel experience**



A person in a white shirt is working at a desk with a laptop. The image is overlaid with various digital data visualizations, including line graphs, bar charts, and a world map. The background is a blurred office setting. The text is overlaid on a blue rectangular area in the lower-left quadrant.

In a world complicated by devices and rising expectations, it has become challenging for travel companies to provide a differentiated customer experience. Multi-channel, multi-device and multi-lingual interactions across various touch-points, further fuel complications in a travel journey.

It has become imperative to create solutions and services that provide seamless experience and personalization in all travelers' interactions.



The “Connected Traveller” gap:

Today’s traveler is “always on”, expecting to connect anywhere and anytime with travel companies. The data thus generated is huge but companies still struggle to create personalized data-driven experiences, as many services and teams **function in silos** with no single data analysis to provide a unified view of the customer.

Reaching “On-the-go” customers:

To reach on-the-go customers, it is important to create technologies and solutions that are in sync with all travel processes. A **360-degree view of the traveler journey** enables enhanced customer experience and helps improve service operations.

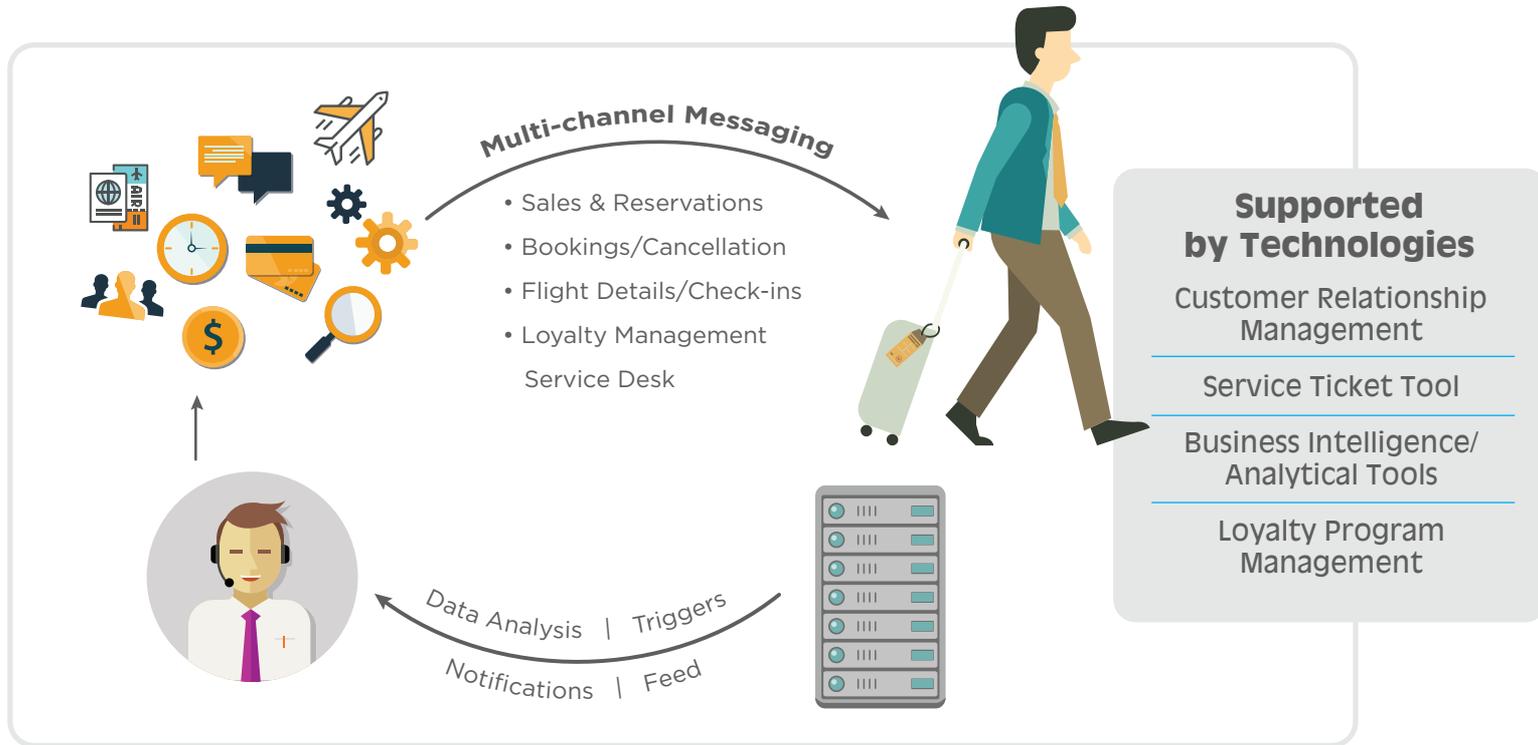
Bridging the gap:

Precise communications, timely notifications and digitalized solutions are essential for a connected travel experience. Moving past barriers requires technology-enabled, personalized business process solutions that integrate to enable better efficiencies. Digital solutions encompassing **Mobility, Automation, Analytics and Social Media** enable effective communications and transparency in customer interactions.

InterGlobe Technologies (IGT) provides Digital Contact Center solutions through its integrated IT- BPO services. The solution effectively integrates with business functions to seamlessly connect and personalize all touch-points across travel, operations and processes.

Digital Contact Center Solutions

IGT Digital Contact Center Solutions provide customer experience management through an integrated customer service desk, that leverages technology, to understand the customer and personalize each interaction.



Data from multiple sources like chat, email, web and mobile gets fed into technologies like CRM, ticketing tools and analytics reports to provide notifications and feeds so that each customer interaction is a personalized experience.

A man with short brown hair and a beard, wearing a white button-down shirt and a headset with a microphone, is smiling and looking down at a laptop. He is sitting at a desk in an office. In the background, another person in a light blue shirt is sitting at a desk, and there are white chairs with wooden legs. On the desk in front of the man, there is a laptop, a spiral notebook with a blue cover, a clipboard, and some colorful sticky notes. The overall atmosphere is professional and positive.

**Enabling
personalized
messaging
through
technology**

Data-driven Insights for Digital Contact Center

Companies today aim to collate data from various sources to understand their customers' expectations. They look to personalize their service offerings in line with these growing expectations via smart analytics for making data-driven decisions.

IGT has specialized analytical offerings such as travel big data analytics, social media analytics, website and mobile analytics that enable personalized communications and engaging interactions.

By focusing on business intelligence across all contact center transactions, IGT is able to provide transactional insights for agent performance improvement, business intelligence for customer delight and business monitoring insights for process improvement.



Speech Analytics

IGT contact centers use advanced techniques like speech analytics using Uniphore's auMina tool for sentiment analysis within the customer support function. The tool offers useful business insights from interactions between agents and customers for quality checks. It analyzes existing speech data to predict positive outcomes and prescribe likely successful customer engagement processes.

This helps to identify customer needs and expectations, improve service quality and identify upsell and cross-sell opportunities.



**Answer
Management**

**Speech
Recognition**

**Language
Processing**

Social Media Management

Organizations are finding themselves actively monitoring the social media communications and profiling it to remain competitive. It has become imperative for travel companies to track social media conversations to understand consumer preferences and perceptions and provide personalized experiences that drive brand recognition, sales and profitability, and loyalty.

IGT leverages its travel domain expertise and customer engagement experience to provide end-to-end social media capabilities, to set-up & manage, scale up and provide round-the-clock social monitoring, in turn enabling the development of a comprehensive social media strategy.

**Enabling the
development of a
comprehensive social
media strategy**





Managing brand presence
Monitoring posts and curating conversations
Responding to all social media mentions



Policy making and benchmarking
Social analytics and CRM evaluation



Identify social influencers
Analyze key trends
Role-based reports and business insights



Digitized Back-office Solutions

Well-managed back-office infrastructure and processes play an important role in achieving desired business results and optimizing revenues. However, many travel companies face challenges in managing their back-office operations that are de-centralized due to multi-location presence, unpredictable work volume fluctuations and low operational efficiency due to incorrect task allocation.

iQD helps streamline back office operations through automation at all levels: process, operational, paper based and technology.



Benefits:

- 30% gains in process efficiency through automatic routing & prioritization of tasks based on business rules and agent skill sets
- Efficient resource allocation and staff planning
- Effective performance tracking and management of agent activities resulting in better decision-making
- Better control over operational issues resulting in improved service levels
- Continuous enhancement in agent productivity and motivation levels



Why IGT?

Over 15 years of travel domain-led solution development experience, enabling end-to-end solution delivery

IGT is a part of IGE, the world's leading travel conglomerate that has business interests in aviation, air transport management, travel distribution and hospitality

Global presence in over 30 locations spanning North America, Europe, IMEA and APAC

IGT has developed solution accelerators built on a robust platform having the flexibility to be changed as per the client's business need

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