

Travelex customer service centre selects *in2itive* for expertise management solution



Travelex Worldwide House – Thorpe Wood - Peterborough

Global travel finance organisation uses in2itive software to improve service and efficiency in its customer service centre

Travelex Global Connections, part of Travelex Group, is the leading European provider of telephone based concierge services.

Travelex offers its concierge and lifestyle management services 365 days a year, seven days a week and 24 hours a day. It serves customers directly under its own 'Latitude' brand, and through a number of other brands attached to private banks, leading high street banks and global credit card companies – in total, 12 million customers worldwide.

At the top end of the market, Travelex provides an exclusive VIP concierge service to exceptionally high-net worth individuals by solving a wide range of detailed requests – from restaurant reservations to complicated, exotic travel and entertainment arrangements.

In order to extend its market-leading position, Travelex needed to review the technology used to support its call centre staff. It needed a solution that would allow staff to improve service levels and provide even more innovative and creative responses to customer queries. Travelex also wanted to reduce the amount of time it took staff to put together a

bespoke package, and ensure that the chosen software would integrate easily with its existing technology.

Crucial information – such as contact details used to solve customer queries – had been held in basic ‘level 1’ databases which made retrieval of information difficult, laborious and expensive. With a single request often involving a complex range of services (for example airline, hotel and car hire information), even standard tasks could be time consuming to complete.

Travelex selected an expertise management solution from in2itive to simultaneously increase efficiency and improve customer service, explained **Simon Martin, Director, Travelex Global Connections:**

“It was an unusual need at Travelex as we’re not about getting customers off the phone as quickly as possible – it’s about thinking laterally and providing innovative and intelligent responses to customer queries. If a customer wants to book the best restaurant in Rio and also wants us to arrange a hot air balloon trip, then we need to be able to respond quickly and accurately.”



Part of the Travelex Customer Service Centre using “the Knowledge”

Implementation

To ensure the implementation was as smooth as possible, in2itive developed a real understanding of Travelex’s business. Crucially, in2itive adapted the solution so that it integrated tightly with Travelex’s business infrastructure and caused minimum disruption to day-to-day operations.

The software was implemented on time and on budget - the whole project taking just three months from start to finish. in2itive worked closely with call centre staff to ensure the product was tailored to meet the exact needs of the people who would be using the system on a daily basis.

The graphical user interface, for example, was customised through group review meetings, to ensure the end product was very much 'by the people, for the people'. It also ensured the project was successful as Travelex's requirements were continually reviewed. Hardware and software installation, and staff training, were all completed in just one week.

The result was a real groundswell of anticipation from Travelex's call centre staff. "They positively welcomed it," said Simon Martin. "They are incentivised on customer satisfaction and the system is helping them satisfy customers."

Benchmark tests against the old system show that "the Knowledge" (as it is known by Travelex's staff) has dramatically reduced the amount of time spent on researching an individual solution and improved the quality and consistency of service. The anticipated ROI period for the project is 12 months.

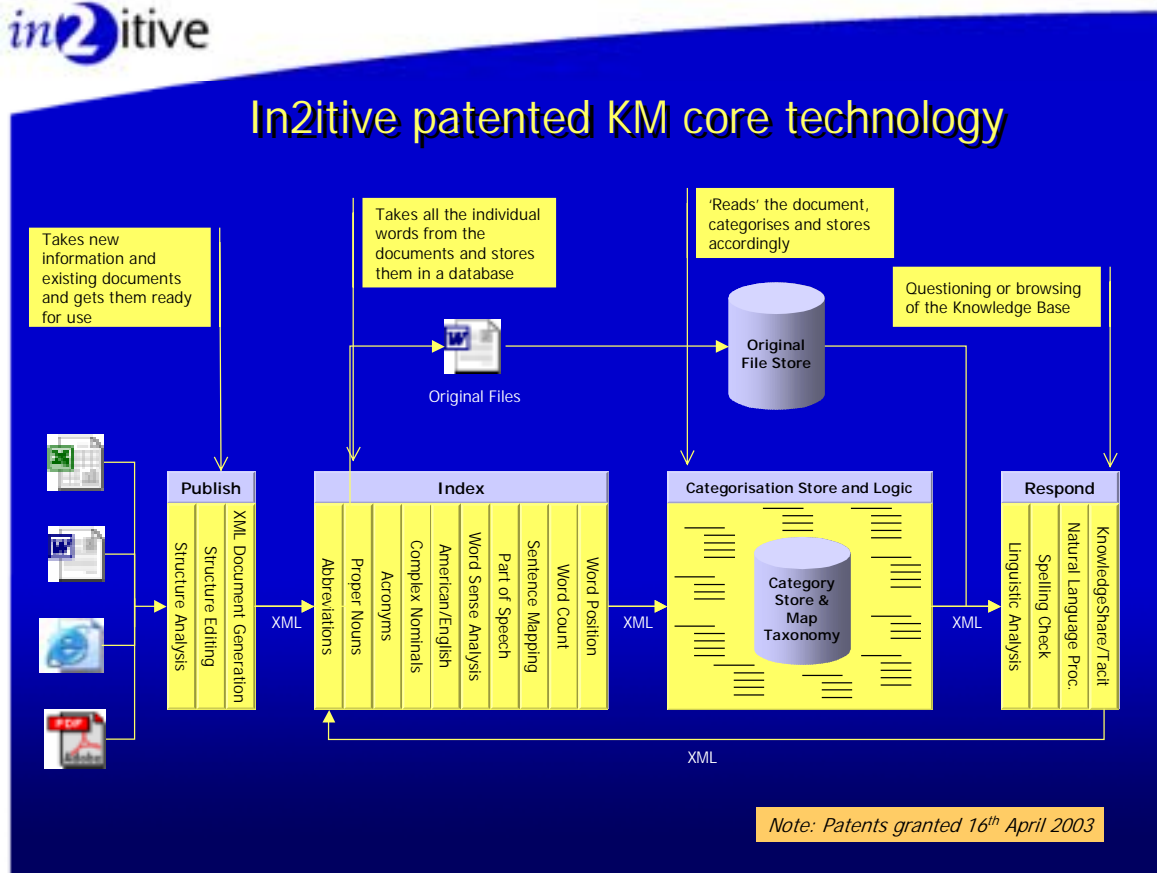
The software's architecture is based on dismantling, repackaging and tagging of content, and uses patented intelligent linguistics and self-organising mapping techniques to 'understand' the relationships between pieces of information. The core software was developed on the back of a 2 year DTI-funded research project with UMIST, and has enabled staff in the call centre to share the results of successful customer queries.

Once a customer requirement has been researched and assembled, it is automatically captured and considered by the software as an option in future solutions building – creating a powerful tool for customer service representatives.

This is because the in2itive expertise management product acts as the core repository for capturing and publishing all of the research and detailed information relating to each specific customer request. The software allows staff to share their knowledge and findings across the whole business, and means that even the newest employee can provide the same standard and quality of service as the longest serving expert.

"The Travelex concierge service is based on providing first-rate customer service by encouraging employees to think laterally. The core knowledge management component of

our solution gives the call centre agents a technological foundation to do this more effectively,” said Jeff Lenton, in2itive Managing Director.



An overview of the in2itive KM technology and functions

The efficiencies created by this solution enable Travelex to increase the throughput of business without the need to expand their resource – immediately improving the bottom line – that’s got to be good news for any company.”

The flexibility of the in2itive solution means that information stored can be held in a range of formats, as well as in multiple locations using in2itive’s web-based technology.

Travelex plans to work with in2itive to develop the system further, using its scale and capacity to help grow internationally.

Simon Martin regards the in2itive project as a success: “We have been impressed by the in2itive solution. As people continually feed in all the best solutions we’ve created for customers, the software builds into the most savvy and experienced ‘fixer’ in the business.”

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