

Expert, cost-effective  
contact center solutions for  
travel and hospitality.



**TELUS International**

World-class innovation in contact center,  
IT and business process outsourcing solutions.



the future is friendly®

## Reduce costs while building your brand.

With shrinking margins, fierce competition and changing customer loyalties, travel and hospitality firms are under intense pressure to deliver exceptional customer interactions while managing costs. Outsourcing strategies can be very effective at reducing price points. But how do you find an outsourcing partner to deliver differentiated, brand-building solutions that result in a competitive edge?

### The outsourcing advantage

Despite automation, the travel and hospitality industry remains extremely labor-intensive, making skilled employees a valuable asset. A well-run contact center can be a critical touch point for your customers. TELUS International can help. Acting as an extension of your business, and most importantly, your brand, our solutions can:

- Deliver differentiated services and greater convenience to your customers
- Improve customer satisfaction, wallet share and retention
- Transform your English, Spanish and/or French customer support
- Provide access to a global pool of agents with a knack for North American vernacular and knowledge of the culture
- Provide operational efficiency with flexible staffing and best practices
- Control your expenses with a predictable monthly charge

The key question is – will your customers recommend you to others? Consider the experience of a large service provider in the U.S. Key to the client's success was the likelihood that their end-customers would recommend them to family and friends based on their experience dealing with the company/call center representative. Called the Net Promoter Score (NPS), TELUS International was tasked to drive up this metric by means of a Six Sigma project. After a Voice-of-Customer analysis and action plan to address top negative drivers, the NPS score increased by 13%, exceeding the client's target and making TELUS the top performing site of all outsourced vendors.

Whether it's centralizing reservations, providing multi-channel product information, or cross-selling amenities to generate more revenue, the TELUS International group of companies (TELUS International) has the experience and talent to represent your business. As the global arm of a multi-billion dollar, full-service telecommunications provider, TELUS International delivers world-class contact center, IT and business process outsourcing solutions to some of the world's largest and most respected corporations.

### Partnering with TELUS International.

Partnering with TELUS International promises more than an outsourcing arrangement. When working with TELUS, you gain access to a high quality, lower cost, customer-centric solution – all backed by a multi-billion dollar telecommunications company. Business benefits include:

**Capture more wallet share.** Whether it's filling information requests or booking airline travel, car reservations, tours, hotels and/or entertainment, our agents are cross-skilled to provide exceptional customer service including up-selling and cross-selling as appropriate.

**Manage overhead costs.** Depending on your business model, our outsourcing solutions can reduce your contact center costs by 30-50%. We have access to world-class contact center infrastructure and a global pool of quality agents – all at lower cost.

**Out-benchmark your competitors.** With TELUS International, your outsourced programs adhere to strict, accountable service level agreements covering Quality, Customer Satisfaction, Speed of Answer, Handle Time, Book to Call Ratio, Net Promoter Score and more. We aim to exceed your targets and become a source of best practices for your business.

**Excel in Spanish language support.** For multi-language programs with a strong customer experience focus, TELUS International offers access to the best bilingual English and Spanish speaking agents.

**Provide 24/7 multi-channel support.** Today's customers are extremely diverse in their customer care needs and expect total convenience. By providing 24/7 multi-channel support via voice, email, chat and web, your customers can interact with you whenever and however they want.

**Protect your brand.** We protect your brand by preserving the service levels your customers expect. With friendly, efficient service, we engage your customers to provide the support they need. With the reality of changing customer loyalties, we work hard to create happy, repeat customers.

**Enable flexible program delivery.** With onshore, nearshore and offshore capabilities, we can create a program consisting of the most qualified and cost-effective resources to handle your call volume needs in the languages you require.

**Focus on your business.** Teaming with TELUS International enables you to focus on your strategic business issues, confident that our experts are handling your contact center needs. Instead of your organization having to purchase, maintain and support complex contact center systems, TELUS provides these for a predictable monthly charge.

## Expert, full-service support.

TELUS International has a wealth of experience building high-touch customer care programs. We provide top-notch solutions throughout the customer lifecycle – from acquisition and sales, through customer care and retention. Our services include:

**Customer care.** Delivered via voice, email, chat and web channels, our award-winning customer care results in exceptional performance metrics. Services include:

- Product/service inquiries
- Bookings/reservations
- Quotes/packages
- Payments/billing inquiries
- Special requests
- Notifications/travel updates

**Revenue generation.** We handle millions of sales calls each year – directly contributing to our clients' revenue streams.

Our agents have experience positioning products, handling objections and closing sales. Services include:

- Pre-sales chat programs
- Customer acquisition programs
- Onboarding/welcome programs
- Customer retention programs
- Win-back and loyalty programs
- Lead generation programs
- Inbound and outbound sales
- Cross-sell and up-sell opportunities

**Technical support.** With more customers booking their own flights, tours, hotels and entertainment online, technical support requirements have increased. Our agents are trained to focus on first call resolution, while meeting quality and satisfaction goals. Services include:

- Online inquiries
- Online bookings
- Payment assistance
- Email support
- Password resets for members-only areas

**Back-office administration.** Our core business is to manage your non-core processes. We provide many off-phone activities designed to help clients streamline their customer administration needs. Services include:

- Order processing
- Account maintenance
- Promotion management
- Marketing research/survey generation
- Pattern/program analysis

## Manage your seasonal volumes.

With a contact center's largest expense generally coming from its agent population, we work closely with our clients to forecast recruiting, staffing and training needs to meet the seasonal volume fluctuations inherent to the travel and hospitality sector. From 100 customer service representatives to over 1000, we can rapidly launch new programs or scale existing ones with minimal impact to quality. Based on our seat capacity across several geographic regions, our international voice and data network for next-available-agent call routing, and our access to talented labor as a premier employer, we have the proven track record to manage your seasonal spikes.

## Global delivery, local expertise.

Our global contact center and business process outsourcing solutions are based in the most strategic destinations to support and grow your business:

**North America.** Take advantage of skilled labor in the U.S. and Canada fluent in English, Spanish and/or French. Our U.S. center in Nevada offers bilingual English and Spanish speaking agents dedicated to superior customer service.

**Central America.** Access the best bilingual Spanish and English agent talent pool in Central America. With locations throughout Guatemala and El Salvador, we offer our clients the most attractive locations for labor pool quality, availability and growth.

**Asia.** Long considered the most westernized of Asian countries, the Philippines has embraced many aspects of western living including the widespread use of American-style English. Our agents are proficient in English communications and deliver exceptional customer service programs.

## Getting started with TELUS International.

In the outsourcing business, one size does not fit all. That's why we take the time to understand your business and tailor a solution that meets the unique challenges facing the travel and hospitality market. We guide you through a comprehensive assessment that leaves you comfortably in the driver's seat. You determine how you want your program to run and how to measure success. Using this open, flexible approach, we aim to be the premier outsourcing partner to all of our clients.

## CONNECT WITH US TODAY FOR YOUR GLOBAL OUTSOURCING SOLUTIONS.

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[information@telusinternational.com](mailto:information@telusinternational.com)

North America toll-free: 1.800.306.1586

### Using Six Sigma to out-benchmark your competitors

For travel and hospitality firms, it is essential to maximize the customer experience by delivering exceptional customer interactions at convenient times (usually 24/7) in a convenient manner (via web, email, chat and/or voice). But how do you go beyond that to out-benchmark your competitors, maximize ROI and establish that competitive edge?

Like many things, customer experience can be measured through performance metrics, satisfaction surveys and customer complaints and audits. The goal is to find an outsourcing partner that combines customer experience management with a systematic way of exceeding service level requirements.

By following Six Sigma practices, our objective is to meet and exceed our clients' specific service level targets. Our Six Sigma team champions business process improvements, seeking to enhance key metrics and cascade best practices across programs. From improving Customer Satisfaction (CSAT) Scores and Average Handle Times (AHT) to analyzing business processes for operational efficiency, our Six Sigma projects have directly contributed to enhanced metrics and efficiencies for our clients. More important, our Six Sigma team is available to you.

Talk to us – discover how TELUS International can deliver real, measurable results for your business.

