



Supporting Sales for a  
Leading Travel Company

## THE BUSINESS CHALLENGE

Our client, a giant in the travel and hospitality industry required a partner who was able to represent an extension of their brand, handling customer care, sales/reservations and other billing inquiries.

As the travel industry grows, so have its challenges. Travellers have specific questions that require detailed answers and they get frustrated when put on hold or transferred to other individuals. Seasonality was showing to have a major impact on sales, and the industry experienced challenges with having knowledgeable sales professionals answer inquiries from customers in a timely fashion.

Service Partners supporting our client's passengers needed to understand the customer wishes and help accordingly, going the extra mile, whenever possible. To support sales initiatives, the client needed representatives who could "close the deal" so that revenue would not face negative impact of incomplete sales. Lastly, there was a need for a partner that could understand and emulate the renowned passenger experience and exceed customer expectations.

## WHY THE ARISE PLATFORM

Four overarching reasons promoted the relationship between the client and Arise:

1. Ability to flex with seasonal demand (as well as cover for weather interruptions to its Florida based center).
2. Professional, passionate Service Partners who are screened for sales acumen.
3. Familiarity with the brand and ability to deliver the guest experience in a sales environment.
4. Robust feedback and support structure that is engineered to drive conversion rates, tailored for the client success.

## CORE SERVICES

Support offerings through the Arise Platform include:

- Inbound voice for direct sales of client's travel offerings and upsells of protection plans/upgrades.
- Access to 70 to 150 full time equivalents (seasonal flex) certified to support this call type.
- Cross-functional learning and quality support to help service partners with proficiency, and support in the sales cycle to increase conversion rates.
- Closed-loop feedback program and best practices which create service aids that help Service Partners reach proficiency and sales targets as quickly as possible.



## SUCCESS MEASUREMENT

- Consistently perform within 2% of client's agents, outperforming this group for package sales during peak volume months (January – March) last year.
- Exceeded client's internal agent results 11 of 12 months for protection plan sales, and 10 of 12 months for upgrade sales.
- Achieving a direct sales conversion rate of over 25% and an upsell rate of over 70%.
- Helped the client's bottom line by generating over \$150M in revenue.\*

\*Based on an average \$1,300 sale