

Case Study

Process Re-engineering

for a leading UK based travel
conglomerate led to a

50% Reduction

In B2B and customer
enquiries

Process Re-engineering for a leading UK based travel conglomerate led to **50% Reduction in B2B Customer Enquiries**



Industry
Travel



Geography
Worldwide

Before Transformation

Background

Client was looking for a solution to support the channel shift, evaluate contact drivers and suggest ways to reduce avoidable B2B contacts



Contacts Management

Difficulty in executing an omni-channel strategy and improving service quality due to channel overload and high call volumes



Customer Experience

Poor CX and inability to meet company and client expectations leading to drop in CSAT levels and unsatisfied customers online and at physical locations

Transformation Levers

Proactive identification and root cause analysis of self-service facilities processes

Proactive identification and root cause analysis of self-service process guidelines and in-store practices

Identified contact drivers and pain points for customer and store agents. Started educating and guiding them toward self-service while feeding back information to tech teams

Impact Delivered

Reduction of B2B contacts by over 20%

Reduction of customer contacts by about 30%

Overall improvement in customer experience. Costs to serve declined by £150,000 on a monthly basis



60K is focused on developing transformation strategies for our clients.

We help enrich their customer experience, improve efficiency and optimize costs, all the while exploring new opportunities together.

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