



Taking the Fast Track

TravelRepublic.co.uk, the fast growing online travel company based in Kingston-Upon-Thames, chose communications Avaya technology from Telefonix to help ensure that it provides superior customer service to its customers.

Challenge

Rapidly expanding company needed to provide an excellent level of customer service no matter how customers want to communicate, whether it is via web or phone.

Solution

IP Office solution

Value Created

- Reduced agent call handling time by an average of 20%
- Reduced talk time by at least 3 seconds
- Enhanced agent satisfaction by reducing agent churn through system automation
- Vastly improved levels of customer service

The Challenge of Success

In 2007, after just four years in business, TravelRepublic.co.uk was the UK's fastest growing privately owned company boasting 284.23% annual sales growth. Since its launch, TravelRepublic.co.uk's sales have increased from £2.8 million to more than £108 million, with the business on track for turnover of more than £200 million this year. With this amazing performance comes a whole host of challenges for TravelRepublic.co.uk's management team. At the forefront of those challenges is the need to provide an excellent level of customer service to customers who want to communicate via web or phone.

"We have been committed, from the outset, to deliver gold standard customer service to our customers. At a time when it is often said that there is no customer loyalty especially on the web we would beg to differ. Our levels of repeat and recommended business suggest that we have a real affinity with our customers which we plan to build upon in the coming months."

With 80% of TravelRepublic.co.uk's customers doing business via the web and 20% by phone, the company must be able to offer a consistent level of customer service across all points of contact.

Finding A Cost-Effective Solution

With a need for the latest telephony and call centre technology TravelRepublic.co.uk began a search for a technology partner that they could work with to recommend and deliver the best and most cost effective solution – quickly. Unfortunately it took three attempts to find the right company and one that matched TravelRepublic.co.uk's own standard for excellence and creativity.

With two failed communications partner relationship experiences the company had become wary of a new relationship. Luckily though, they happened upon a partner who offered a combined voice and data solution and who were knowledgeable about the solutions and made customer service their top business priority.

"We were looking to invest in a system with extensive, flexible, and sophisticated features, which had the capability to grow and change with us over the years. We had looked at other small-business systems but quickly concluded that Avaya IP Office could deliver what we needed at a price that we could afford. All we had to do was find the right company to work with." Remarkd Chris Waite, IT Director of TravelRepublic.co.uk. "We were at our wits end with our phone and contact centre supplier experience and were concerned about the levels of customer service being offered to our customers. Luckily we found Telefonix, a converged voice and data solutions provider who matched us in hard work, creativity and knowledge."

Telefonix Implement IP Office

With IP Office implemented and running smoothly TravelRepublic.co.uk reduced agent call handling time by an average of 20%, reduced talk time by at least 3 seconds and enhanced agent satisfaction by reducing agent churn through system automation. This resulted in providing exactly what TravelRepublic.co.uk wanted – vastly improved levels of customer service.

TravelRepublic.co.uk is completely focused on anticipating customer needs, and proactively meeting their expectations. With the ease of functionality of IP Office and the technical know-how of Telefonix, TravelRepublic.co.uk are completely confident that they can retain and enhance their reputation for superior customer service – allowing them to continue to realize vast growth through delighted customers.

Technologies Implemented

Avaya IP 500 Phone system

Avaya VoiceMail Pro - Setup for Auto Attendant, Call queuing with comfort messages, voice recording if required for training purposes.

Avaya Compact Call Centre - Call centre software allowing both realtime and historical reporting. PC wallboards give the call centre a realtime view of call statistics.

Avaya Mobile Twinning - Twinned with an on call agent allowing them to roam the building and always be in contact with all problems logged.

Learn More

For more information on how Avaya Intelligent Communications can take your enterprise from where it is to where it needs to be, contact your Avaya Client Executive or a member of the Avaya Authorized BusinessPartner program, or visit **“Do Your Research”** at avaya.co.uk.

APPLICATIONS

- Avaya VoiceMail Pro
- Compact Call Centre
- Avaya Mobile Twinning

SYSTEMS

- Avaya IP Office IP 500 Phone system

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— Chris Waite, IT Director of TravelRepublic

ABOUT TRAVEL REPUBLIC

TravelRepublic.co.uk caters for a broad range of customers including families, couples and groups – mainly taking a hard earned break in the sun. The TravelRepublic.co.uk website offers charter, low-cost and scheduled airlines, together with powerful rate shopping technology for hotel rooms and apartments.

ABOUT TELEFONIX

Telefonix is a Gold member of Avaya’s BusinessPartner program who specialize in working with companies such as TravelRepublic.co.uk to recommend and implement IT and telephony solutions.

ABOUT AVAYA

Avaya is a global leader in enterprise communications systems. The company provides unified communications, contact centers, and related services directly and through its channel partners to leading businesses and organizations around the world. Enterprises of all sizes depend on Avaya for state-of-the-art communications that improve efficiency, collaboration, customer service and competitiveness.

For more information please visit avaya.co.uk.

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