

A photograph of an elderly couple standing on a city street. The woman, on the left, has short white hair and wears glasses and a green patterned top. She is holding a black smartphone. The man, on the right, has grey hair and wears a light blue jacket over a plaid shirt. He is pointing at the phone's screen. A camera is hanging from his neck. The background shows a blurred city street with parked cars and trees.

TUI – ONE INTERFACE FOR ALL CUSTOMER DIALOGUE

Nexer has together with TUI facilitated the implementation, operation and support of a solution for omni-channel communication gathered in one single interface. The solution is called Unified Communication.

The world-leading travel company TUI has been working together with Nexer since 2004, which marks well over a decade of great collaboration.

TUI's main goal has always been to work with two-way communication. That's why the customer service is digitalized and communicates through the TUI app, SMS or e-mail. TUI has branded Nexer's solution "Ask the guides" and by providing it, they always offer their customers a digital presence via the customer's mobile devices. Through this service, the customers not only have direct contact with the guides at the destination, but also with TUI Customer Service, mainly before and during the holiday. The local guide at the destination, the central customer service and the administrative staff, all share the same information about the traveler, and what has been said and communicated, in one and the same interface. The same information is also available to the traveler, who can choose a channel of their choice to talk directly to TUI.

The key to the success of "Ask the guides" is a personalized and unique dialogue, making the traveler perceive that each message is up-to-date, informative and relevant.

Nexer's omni-channel platform enables relevant messages, to the right person, at the right time and via the right channel.

Efficient customer communication

By using fully automated processes, TUI can be proactive with everything from service information, like how a traveler can contact customer service and where and when guides are available, to fully personalized information such as flight and gate number, and on which conveyor belt the bags arrive. TUI can even see which bus that will take you to your particular hotel. Or what time and place your transfer for return travel will pick you up.

UNIFIED COMMUNICATION

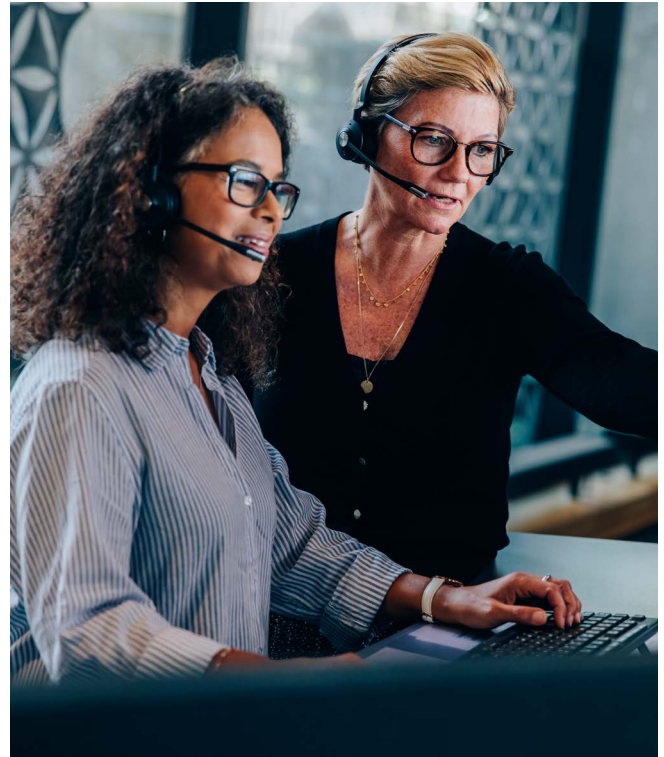
Unified Communication is a platform to communicate through multiple channels. It collects all the dialogue between your company and your customers in one place, regardless of where the communication takes place. Messages can be created automatically or manually in different systems, but all the outgoing and incoming customer dialogue is gathered in one place. It gives customer service, field agents and everyone else the same overview of all customer communication.

By anticipating travelers' information requirements with relevant information, TUI can both reduce the amount of manual work by on-site service staff and prevent a range of questions from travelers. This frees up a substantial amount of time for other tasks and has also streamlined customer communication. Unified Communication not only helps to get important information out, but it also helps to build loyalty and customer satisfaction.

The service has recently been developed to also be supported by Artificial Intelligence (AI) where general questions and answers about topics, such as customer's transfer times, are automatically answered by a chatbot. This liberates even more time for travel guides and customer service personnel, and helps the TUI staff focus on the cases where it is needed the most.

Additional sales and customer surveys

Unified Communication also supports the marketing department in both sales and surveys, such as customer satisfaction surveys. Among other things, TUI uses Unified Communication to reach customers with local excursion offers, and to automatically send out a customer survey to anyone



MAIN USES FOR TUI

- Crisis management
- Personalized mass communication
- Group messages
- Transfer information
- Flight and delay related information
- Additional sales
- Surveys
- Excess sales of excursions

who has been in contact with customer service at any time via the digital channels. Through this, TUI collects information for various and continuous customer surveys.

How the service is used today

Based on good results and a positive impact on the customer journey for TUI Nordic's customers, the implementation of Unified Communication has grown to several companies within TUI. Today TUI has over 3500 unique users of the system. They send over 25 million messages annually, to both travelers and their own staff, from 12 countries with full language version support in 10 different languages.

WANT TO KNOW MORE?

Visit us at <https://nexergroup.com/service/unified-communication/> and contact us there. Let's get in touch!