



**OMNICHANNEL ENGAGEMENT DRIVES  
NEW REVENUE STREAMS FOR TRAVEL-TECH MAJOR**

# case study

## GLOBAL TRAVEL TECHNOLOGY BRAND BOOKS NEW REVENUE BY DELIVERING SUPERIOR EXPERIENCES

### **CHALLENGE: Drive Revenue by Making the Journey Easier**

Drive increased bookings on flights, hotels, car rentals, packages, attractions and travel insurance by improving the customer experience for millions of travelers across the world.

### **SOLUTION: Drive Sales Conversion Through Multichannel Customer Care**

Startek created a multichannel customer engagement strategy for the entire JAPEC region to support travelers and more than 100 brand affiliated websites. The strategy encompassed multichannel engagement and customer intelligence analytics to deliver the kind of consistently superior brand experiences that would positively influence customer propensity to purchase.

“ We wanted to let you know how much we appreciate the continued drive and focus you've been putting towards our sales business! Conversion has continued to rise and records have been broken. We're excited to see the continued support and drive as we go through ramp and feel your passion and leadership will only add to the overall delivery. ”

Vice President, Global Service Delivery

### STUNNING RESULTS

- Deliver care in multiple languages, including English and eight Asian dialects.
- Consistently exceed conversion goal for hotel and air sales by 10% despite quarterly increases to the goal.
- Consistently rank as a Top 3 partner in a field of 30 vendors.