



BEYOND THE BOOKING

Delivering Superior CX No Matter the Circumstance

“HOW MAY I HINDER YOU?”

Customer experience woes have always hampered the travel, tourism and hospitality sector, denoted in popular TV UK shows like ‘Holiday from Hell’ and ‘Kitchen Nightmares’. Yet, the last three years, have arguably been the hardest for this sector.



WEATHERING THE STORM

One of the most significantly hit during the pandemic, the travel, tourism and hospitality sector was forced to grind to a halt in early 2020. This meant mass cancellations, a significant loss in revenue and drastic labour cuts for all. At the same time, these organisations had to respond to huge volumes of inbound enquiries regarding refunds and exchanges. Many were accused of giving customers the run-around, or not responding to enquiries at all.

Worst still, a swift and unexpected bounce-back in 2022 caused the customer experience (CX) friction to reach new heights. Today, excessive delays and hours spent on the phone are rife. For agents, overwhelming inbound volumes, shrinking teams, and an overpowering sense of isolation are further compounding attrition problems.



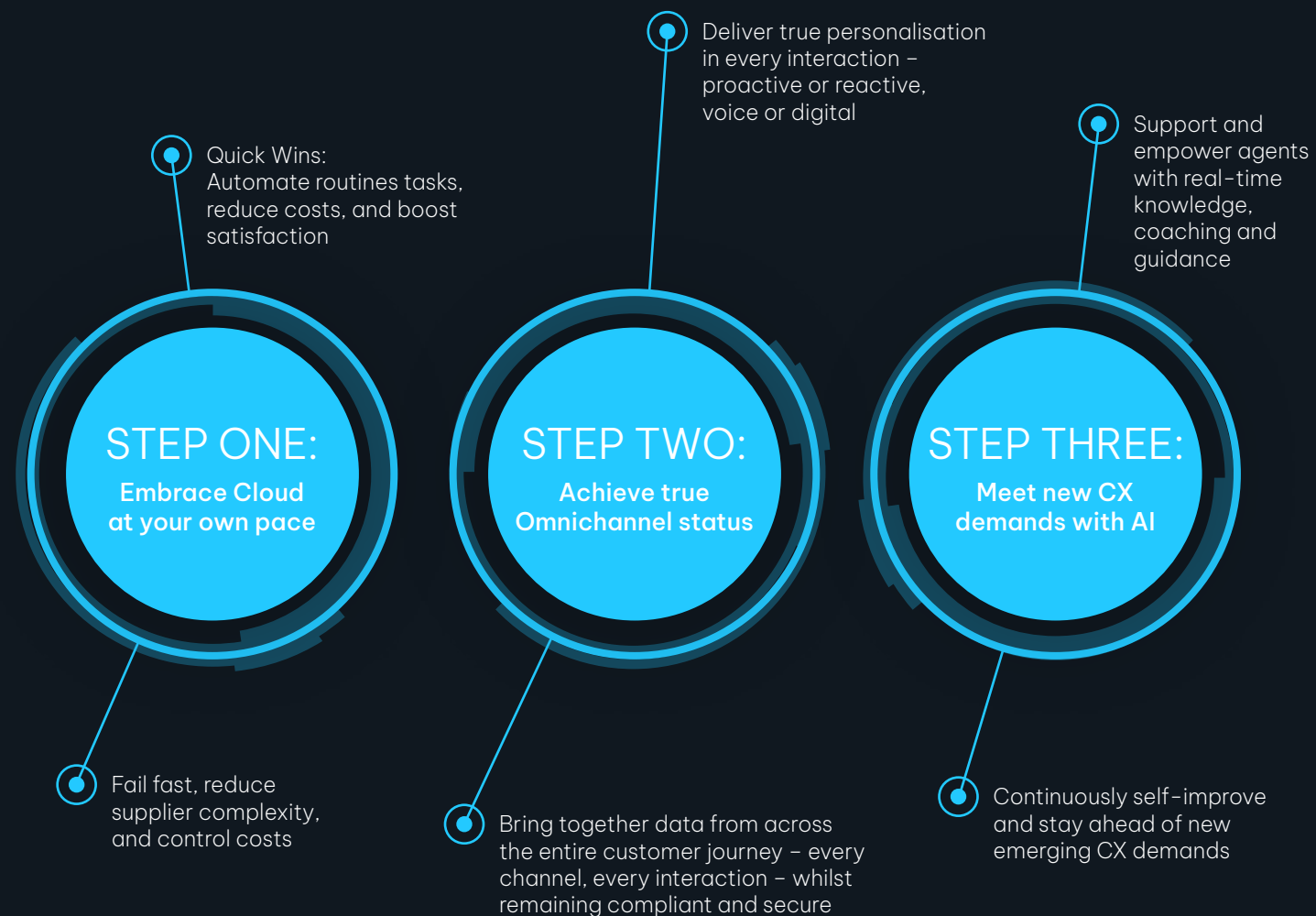
OUT OF EVERY CHALLENGE COMES THE OPPORTUNITY TO INNOVATE, AND TECHNOLOGY PLAYS A KEY ROLE

Travel, tourism and hospitality organisations have the unique challenge of meeting customer expectations no matter the circumstances. This requires agility, business resilience and a superior CX. While travel, tourism and hospitality organisations can't control the weather, a data-driven strategy supports experience management for all while boosting customer retention, sales and conversion. But how should this strategy look? And how do you digitally serve customers without burning out agents?

STEP INTO SUPERIOR CX?

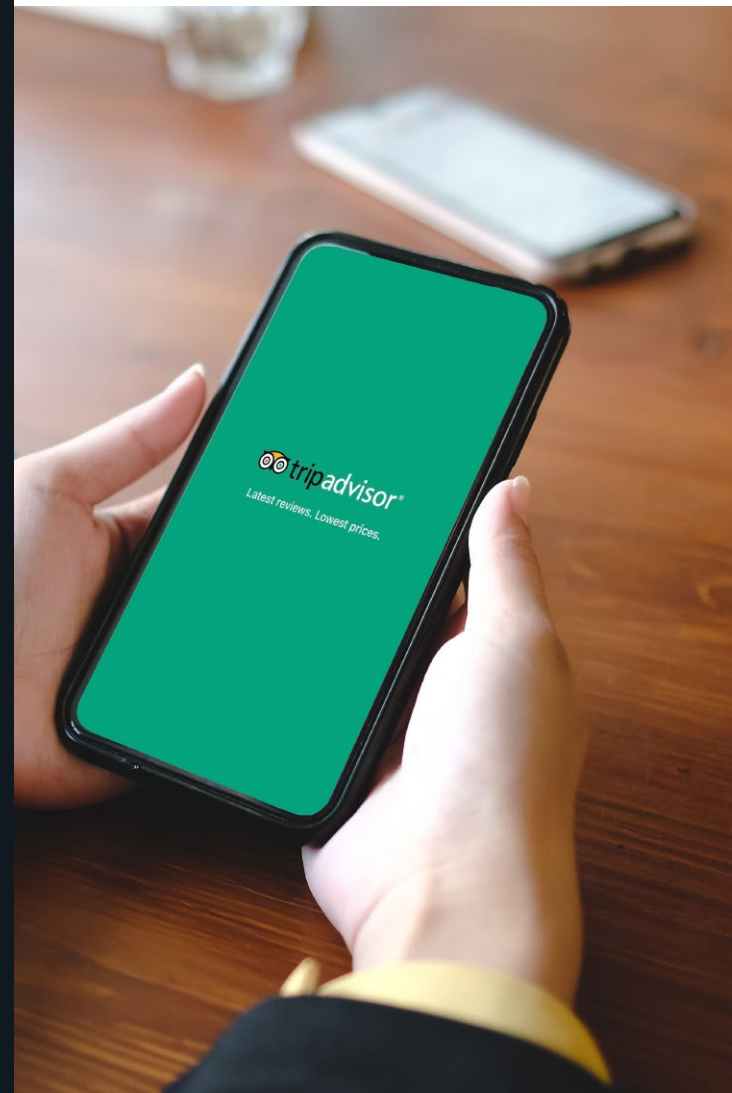
With widespread access to customer and interaction data, travel, tourism and hospitality organisations have a valuable asset ready and waiting to be leveraged. The challenge is accessing it. Organisations operating in silos won't be able to keep pace with those taking an integrated omnichannel approach.

FUELLING GROWTH WITH A GLOBAL, INTEGRATED OMNICHANNEL APPROACH



CASE STUDY: RADISSON HOTEL GROUP

- 25% reduction in costs
- 10-20% improvement in agent utilisation
- 15-20% improvement in quality assurance scores
- 5-7% improvement in customer satisfaction scores



CASE STUDY: TRIPADVISOR

- Industry-leading customer effort score of 70+
- Customer IVR interactions reduced from 7 to 2
- Improving FCR, 63% faster new user creation
- Making it easier to rapidly scale to meet seasonal demand
- Consolidation reduced vendors from 17 to 3
- Over 2,000 agents migrated in 12 months
- Multimillion dollar savings based on technology infrastructure and management

GO THE EXTRA MILE

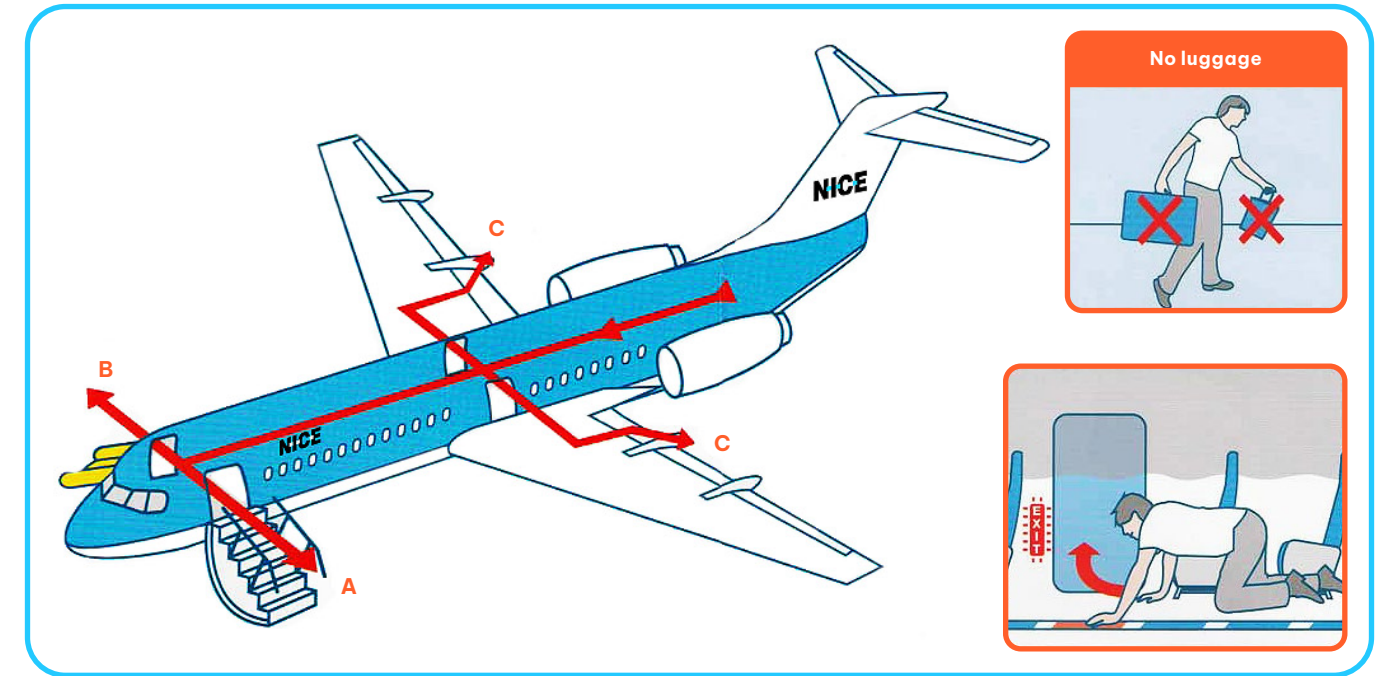
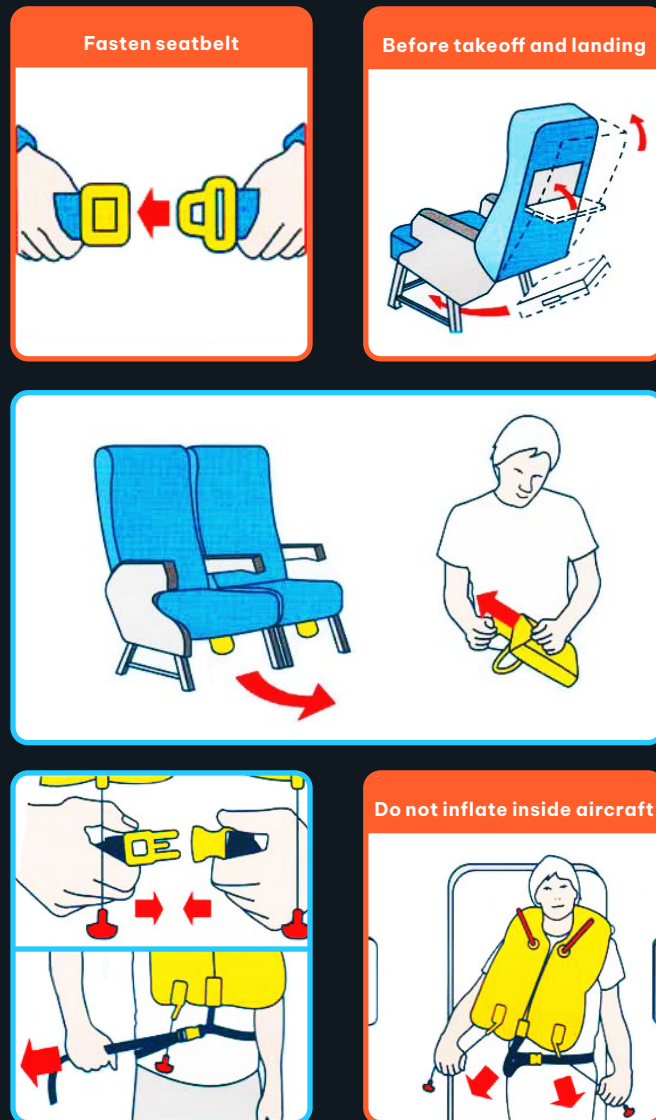
Digital customer service is now the expectation for travel, tourism and hospitality organisations. Customers want to find immediate answers to issues through Google and manage bookings from their mobile. To meet these expectations, delivering a frictionless, highly personalised, experience across the entire customer journey is paramount.

A SMART START TO EVERY JOURNEY

Give your customers a smart start to every journey with Knowledge Management across search, websites, and mobile. This low-effort, high-reward self-service experience allows customers to find the right information in the place they were looking for it – Google.

Should customers start their journey on the website, organisations can anticipate and proactively resolve issues with **Real-Time Analytics**. This includes providing customers with the right answers at the right time as well as assistance with check-out or form filling if friction appears.

While some already send updates on bookings via SMS, email or apps. Go further and proactively contact customers through their preferred channels – Instagram or WhatsApp, SMS or Email – with the information they need then and there.



ENABLING EFFECTIVE SELF-SERVICE

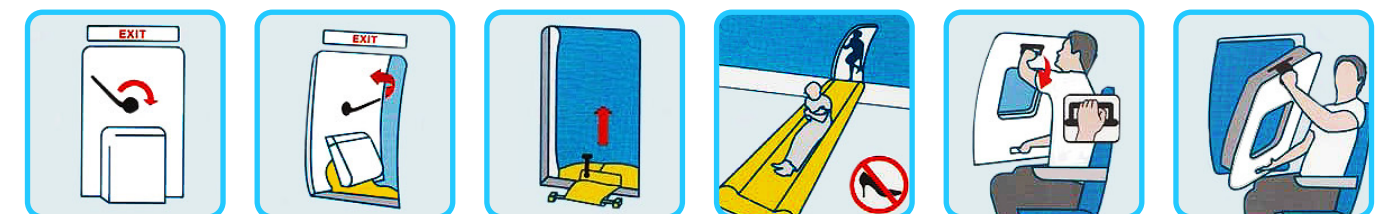
It is a common practice for hotels to allow customers to book, change, cancel and check-in through mobile apps. Yet, this is not true of the whole sector. Many organisations are not leveraging the full potential of self-service. For example, there are often limits placed on changing table reservations or flights, which drives customers to call the contact centre.

AI-Powered Virtual Agents allow organisations to expand self-service for routine requests normally handled by agents – think updating contact details or adding a person to your booking. **Self-Service Analytics** allows organisations to see where customers are hitting friction points with self-service options and respond appropriately.

PROACTIVELY ADDRESS RED FLAGS

Negative trends in service levels, abandon rates, first contact resolution rates, satisfaction and review scores; are just a few of the red flags that highlight friction in your customer experience.

Interaction Analytics can be leveraged for better problem management. This AI-powered software analyses every customer interaction from every channel and provides insights about contact drivers and emerging issues. This information empowers business leaders to identify sources of issues and proactively nip them in the bud. It's a matter of identifying and fixing the root cause and fixing it.



IT'S A PEOPLE BUSINESS

New labour vulnerabilities in travel, tourism and hospitality have emerged post-pandemic. While some companies were slow to staff up again, others experienced works opting out completely. As a result, many are turning to technology to fill the void and avert a complete breakdown in customer service. Technology alone can only go so far. In a sector plagued by friction, agents must be empowered to offer superior customer service with the right tools and processes.

PREDICT TRAVELLER NEED, REDUCE AGENT PRESSURE

Automation can increase agent capacity by reducing handle times, which is particularly helpful when wait times are high and teams are understaffed. In addition, routing customers to channels with the lowest queue times can help ensure customers don't wait longer than necessary.

To ensure consistent service experience, **Real-Time Coaching and Guidance** turns agents into experts who offer knowledge and direction on best actions and soft-skill behaviours during interactions.

BOOST HUMAN EMPATHY, DRIVE CUSTOMER SATISFACTION

There are some issues that only a human can resolve, no matter how superior the technology is. Yet, an agent's empathy can quickly become overshadowed by friction should a customer need to repeat themselves.

With **Automation** agents can hand off repetitive, rule-based tasks such as changing information in multiple systems and sending email confirmations. This not only saves valuable time but enables agents to better focus their energy on connecting with customers empathetically, building stronger loyalty for the brand. Better still, connect a customer to the agent that best matches their needs even with **Smart Data-Driven Routing**, and ensure a superior experience.

EMPOWER YOUR AGENTS

Across travel, tourism and hospitality, customer service agents are calling for more flexible hours, more role rotation, as well as more learning and development opportunities. While contact centres within this sector group have generally embraced flexible home working practices, more can be done.

Part of this is being hyper-aware of volume trends that indicate hiring more contact centre agents is in order. This is especially true when new agents will have a long learning curve. **AI-powered Forecasting** can produce the most accurate forecasts and schedules across all channels. Twin, this with **Mobile Scheduling** to improve agent visibility and flexibility and foster accountability and boost job satisfaction.



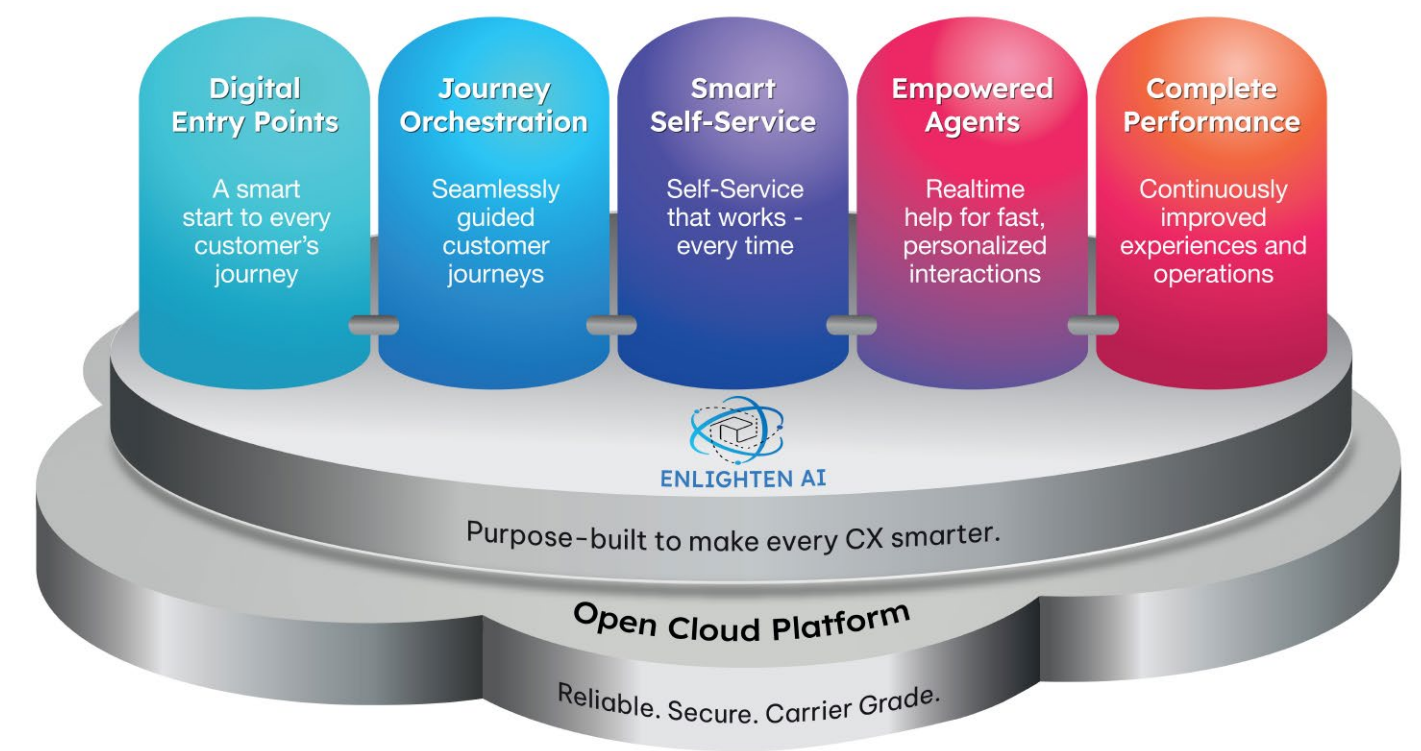


HOW **NICE** CAN HELP

From rising costs to evolving consumer expectations, the travel, tourism and hospitality sector is facing a number of challenges outside of its control. But customer experience need not be one of them.

Our market-leading CXone platform, and comprehensive suite of best-of-breed solutions including Workforce Engagement Management (WEM), Voice of the Customer (VoC), and Robotic Process Automation (RPA), are underpinned by NICE Enlighten AI – ensuring that data is at the core of everything we do.

Our focus on improving Customer Experience Interactions (CXi) means you can meet people at the start of their journey, then guide them every step of the way to resolution, seamlessly switching through multiple channels with context and clarity.



■ SMART START TO THE CUSTOMER JOURNEY

- Any channels, live or asynchronous
- Capture & action intent data
- Real-time Coaching
- AI-powered bots

Realise benefits in 1 – 6 months.

■ SELF-SERVICE THAT ACTUALLY WORKS

- Knowledge management
- Contextual guidance
- Virtual agent assistance
- 24 x7 global presence

Realise benefits in 1 – 3 months.

■ ADDRESSING THE RED FLAGS

- Customer & Employee satisfaction
- Real-time Agent Guidance
- Voice of the Customer VOC
- Enlighten analytics across everything

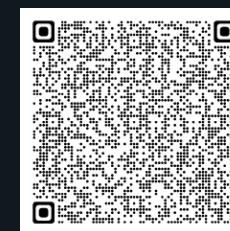
Realise benefits in 3 – 9 months.



GO BEYOND THE BASKET WITH **NICE**

Throughout this eBook, we've discussed the many different challenges facing travel, tourism and hospitality organisations over the next twelve months. We've also looked at how these challenges can be turned into opportunities through digital customer experiences, from smarter self-service options, to hyper personalised experiences, and real-time coaching for more empathetic agents.

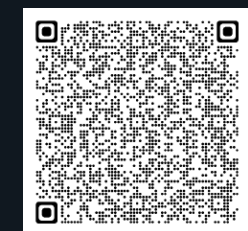
Now, it's time to understand what this looks like for you in real life. [Contact us](#) to learn more about how NICE is helping organisations like yours around the world compete on customer and agent experience.



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