



IDISO chooses Presence  
Suite to improve productivity  
and efficiency of its Contact  
Centre processes



your global hotel sales partner

## Executive Summary

**Customer name:**

Idiso

**Industry:**

Hospitality

**Location:**


Spain

**Year of Foundation:**

2007

**Solution**

All-In-One Multichannel Contact Centre

 More information about  
Idiso Hotel Distribution  
[www.idiso.com](http://www.idiso.com)

## Customer Profile

Idiso is a Spanish company that offers leading hotel distribution solutions designed to connect any type of hotel with all existing tourism distribution channels.

However, Idiso is not satisfied with merely being a technology platform, they go even further by establishing relationships with their customers, giving them real value, meeting their needs and helping them to improve their economic goals.

Idiso boasts expertise of more than 17 years in the industry and a team of over 450 professionals from 24 countries. They currently work for more than 3,000 hotels, present in 40 countries on 4 continents.

The Idiso core competencies reside in its hotel experience and deep knowledge of the needs of its customers, this gives them the ability to offer global hotel distribution solutions and apply best practices and strategies in the digital world.

Idiso assumes a world of 360° hotel distribution opportunities, across a wide range of consulting services, distribution strategy, digital marketing services and integrations with PMS, OTA's, Search Engines, GDS and travel agencies. In addition, it has Revenue Management services and data analysis, through its Idiso Insights tool. Finally, they have a powerful booking engine which maximizes the revenue of the direct channel of hotelier complemented by their own Contact Center, offering a 24/7/365 service in 7 languages.

## The Challenge

Previously, Idiso had a multi-channel solution with voice, mail and chat services installed. The decision to choose Enghouse Interactive's Presence Suite was due to the need to optimize customer service, to improve the productivity of their processes and to offer a more efficient response to the customers in order to deliver an optimal omnichannel experience.

## Technical characteristics of the solution

The implemented modules from Presence Suite were:

- Management of Inbound and Outbound calls
- Management of messaging: Email, Fax and SMS
- Management of online sessions: Chat, Callback, and Web collaboration
- Intelligent Routing of calls
- Creation and Management of Agent Scripts
- Real Time information management and statistical reports
- Call Recording and quality surveys
- Self-service - IVR

## Improved Customer Service

Presence Inbound, Presence Outbound and Presence Intelligent Routing capabilities have enabled a better and faster service delivery to customers. Intelligent routing makes it easy to connect the customer with the best skilled agent to assist you, as well as prioritize the call if necessary (for example, when it's a preferred customer or a priority subject). This flexibility has allowed for the making of decisions in real time to provide a better service to customers resulting in a clear improvement of the customer experience. Also, if the call is on queue, it allows customers to avoid long waits by offering a "call me back" service, so the customer can now choose to wait, hang-up or be contacted as soon as an agent is available.

With Presence Mail Interactions, there has been a significant improvement in email management. Email response waiting times were spectacularly reduced with agents managing them during low telephone call hours.

Thanks to the agent toolbars simplicity and ease of use, agent productivity has been enhanced regardless of which interaction type is being managed, that is, phone, e-mail or chat. The usability of this intuitive interface helps agents manage customer enquires with greater agility, resulting in greater speed and improvement in response times.

Adicionalmente, la eficacia y la rapidez de respuesta se beneficia de las capacidades que ofrece el módulo Presence IVR. Gracias a las opciones de autoservicio no solo se reduce el Tiempo Medio de Espera (TME) y se evitan repeticiones en lo datos solicitados al cliente, sino que se facilita una mejor transferencia de la información capturada al agente, se resuelven las consultas triviales sin necesidad de que sean atendidas por un agente y se posibilita el lanzamiento de encuestas tras llamada para recoger la voz del cliente y mejorar la calidad del proceso de atención.

In addition, there are efficiencies and improved response benefits from the capabilities offered by the Communications Portal IVR. Due to Communication Portals self-service options, there was not only a reduction in the average waiting times (AWT) and a reduction in the repetition of data requested by the customer, but also better transfers of collected information to the agent. Additionally, basic and routine questions are solved in IVR without the requirement of human intervention, while enabling the launch of surveys after a call meant the business could pick up the voice of the customer and improve the quality of their processes.

## Optimizing performance and increasing productivity

The Presence Mail Interactions module has allowed a 40% increase in productivity and email management efficiency, which means a shorter operation time and a more efficient response to customers in this contact channel.

The Presence Reporting module allows the generation of custom reports with which it is possible to evaluate the key performance indicators of the agents. Modules such as Presence Intelligent Routing in conjunction with Presence Inbound have enabled the organization, with great flexibility when it comes to making decisions in real time on how to handle incoming calls based on the type of customer, and to further optimize the workload of the customer service platform.

Presence Suite has also helped to optimize the information generated in each interaction. With Presence Scripting module, agents see their work guided in a simple and practical way, which tends to be critical when it comes to making business decisions.

In addition, the greater operational autonomy of this module prevents operational management from having to resort to requests to the technical departments in order help create or modify scripts, whilst being able to update any change to scripts at any time without having to stop the campaigns.

“The IVR has helped us optimize resources by automate the routine services to free up the time of agents, focus on priority calls, sales opportunities and to improve the quality of support thanks to the implementation of surveys at the end of the call.”

Santiago Espada  
Idiso Contact Center Manager

## Quality in each contact

The possibility of contact through a unique multichannel queue has substantially improved the quality of the service, achieving better levels of service, increasing satisfaction rates and customer experience.

The Presence Outbound dialling module opened up new possibilities when it comes to the deployment of new dialling services. This technology adds value on interactions because it allows customer hotels to reach a greater number of final customers and connect with them more effectively.

With the Web module, Idiso now has new capabilities of service that were not available before, such as call me back or web collaboration, which gave help online for customers to book a reservation more comfortably.

Other features of this technological solution, which helped to improve the quality of each contact and promote customer commitment, were for example:

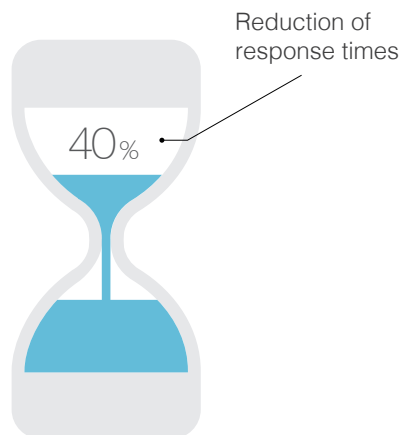
- To better route to the customer that enters the queue and pass it to the most appropriate agent or group to solve the request.
- Boost email responses, opening new ways to access the customer in coordinated manner with the prioritization of telephone management.
- Increase customer satisfaction with the IVR since it allows a more efficiently handle of calls without the need for direct interaction with an agent and conduct satisfaction surveys at the end of the call.
- Achieved a high degree of standardization of operational information on customers and on the main performance KPIs.

## The Implementation

The versions upgrade process and incorporation of the IVR started in 2014 and was carried-out with no issues and within the deadlines. For the IVR, the period was three months since there as the need to migrate from version 8.1 to version 9.2 in order to get new features.

## Benefits

- 40% reduction of response times
- Increased useful contacts and first call resolution
- Higher quality perceived by the customer
- Improved customer satisfaction by 20%
- Higher conversion percentage to increase sales
- With the IVR installed in 4 languages, the company boasts a scalable, flexible solution that adapts efficiently to the business needs and allows to improve the customer service with more productive processes
- Reduced agent training thanks to the intuitive and unified interface



“Idiso Hotel Distribution is the leading Hospitality Contact Center in Spain. Apart from the human capital, our technologies applied to customer service are cutting-edge. Together with Enghouse Interactive, we are bearing a key market in our country, with the best expertise required by such a strategic sector as this.”

Santiago Espada  
Director of Idiso Contact Center

## About Enghouse Interactive

Enghouse Interactive ([www.enghouseinteractive.com](http://www.enghouseinteractive.com)) delivers technology and expertise to maximize the value of every customer interaction. The company develops a comprehensive portfolio of customer interaction management solutions. Core technologies include contact center, attendant console, predictive outbound dialer, knowledge management, IVR and call recording solutions that support any telephony environment, on premise or in the cloud. Enghouse Interactive has thousands of customers worldwide, supported by a global network of partners and more than 800 dedicated staff across the company's international operations.

Enghouse Interactive is a subsidiary of Enghouse Systems Limited, a software and services company traded on the Toronto Stock Exchange (TSX) under the symbol “ENGH.” Founded in 1984, Enghouse Systems is a consistently profitable company, which has grown both organically and through the acquisition of well-regarded specialists including AndTek, Arc, CosmoCom, Datapulse, IAT, IT Sonix, Survox, Presence Technology, Reitek, Safeharbor, Syntellect, Telrex, Trio, Voxtron and Zeacom. Learn more at [www.enghouseinteractive.com](http://www.enghouseinteractive.com).



Presence Suite is an  
**Enghouse Interactive** solution

For more information visit  
[www.enghouseinteractive.es](http://www.enghouseinteractive.es)

