



## CLIENT SUCCESS STORY: TRAVELOCITY

Superior customer experience is one key reason why Travelocity continues to be a leader in the industry. Travelocity's success stems from its ability to consistently deliver a superior customer experience while simultaneously keeping prices low. RightNow CX supports Travelocity's differentiated customer experience by delivering accurate, up-to-date knowledge wherever it's needed. Whether directly via the web or through Travelocity's contact centers, travelers receive consistent information across the board.

### Results

- Knowledge base supports 2,000+ agents in nine languages
- 10% deflection on webform-originating emails
- RightNow email system triages 100,000+ emails each month globally
- 90% first-contact resolution rate for emails
- 4,000+ answers in global knowledge base
- Travel Alerts help customers adjust travel plans and increase customer satisfaction

Travelocity plus nearly 80 other travel and hospitality companies including KLM, British Airways, easyJet, Virgin America, thetrainline.com, Orbitz, and Expedia use RightNow CX to deliver exceptional customer experiences across the web, social networks, and contact centers, all delivered via the cloud. They have the tools to quickly respond to operational disruptions in minutes, improving the traveler's experience all while reducing operating costs and providing opportunities to increase revenue.

### Drive Revenue

- Increase revenue per booking by understanding what travelers are looking for and guiding them to the relevant products and services
- Increase the number of opportunities to purchase by presenting high-value cross-sell and upsell options
- Drive increased booking capacity through segmented email communications and offers to customers

### Actual Results

- Increase online conversions 30–40% using contextual offers and live chat
- Increase size of purchase from 5–20%

### Strengthen Relationships through Improved Customer Care

- Empower agents with complete visibility into historical customer data and current interactions coupled with access to knowledge to help the customer
- Provide a single application for both outsourced and in-house contact center agents for a consistent set of knowledge
- Seamlessly support customers globally in 33 languages and dialects

### Actual Results

- Raise first-call resolution rate from 15–40%
- Increase Net Promoter Scores by 20–30%
- Decrease email handle time by 50%

### Reduce Costs

- Drive down cost per channel by delivering knowledge when it counts
- Improve agent productivity by leading consumer inquiries to the right channel

### Actual Results

- Decrease inbound email by 18–70%
- Reduce inbound calls by 10–30%
- Improve agent productivity by up to 20%
- Immediately scale during operational disruptions

“With RightNow, we can adapt to the continually changing travel industry. We rely on RightNow to enable us to provide complete, accurate information, and to update that information at a moment's notice.”

—Jeff Hudson, Systems Delivery and Product Manager, Travelocity

# TRAVEL



## RIGHTNOW WEB EXPERIENCE

---

### Web and Mobile Self-Service

Empowers customers to quickly find answers to their questions online, 24 hours a day, without assistance

### Chat, Mobile Chat, and Co-Browse

Facilitates real-time online interactions between your agents and customers visiting your website

### Intent Guide

Guides traveler to increase purchases through relevant, contextual offers

### Virtual Assistant

Drives conversion rates and reduces live assistance costs by enabling more personalized and natural conversations during the engagement

### Email Response Management

- Provides rapid, accurate responses to customer emails
- Leverages routing rules to choose the best-suited agent

## RIGHTNOW CONTACT CENTER EXPERIENCE

---

### Dynamic Agent Desktop

Delivers great contact center experiences consistently and efficiently across channels while improving agent productivity

### Phone and Multi-Channel Interaction Management

Streamlines customer communications with a unified view of all customer interactions—phone, email, web, chat, social media, or in person

### Multi-Channel Incident Management

Tracks inquiries across channels to make sure every customer receives a timely reply and avoids redundant use of staff time

## RIGHTNOW SOCIAL EXPERIENCE

---

### CX for Facebook

Provides self-service, crowd-service, and agent-assisted service directly from a customer service tab on your Facebook page

### Cloud Monitor

- Tracks real-time discussions about your company and products occurring on the social web
- Takes steps to address issues and make relevant offers

### Support Community

Enables peer-to-peer support through discussion forums, Q&A, resource libraries, and more

## Innovation Community

- Makes customers part of your innovation processes
- Uses communities to identify new opportunities and refine ideas

## RIGHTNOW ENGAGE

---

### Customer Surveys

Allows you to listen to your customers and take immediate action on negative feedback

### Reporting, Dashboards, and Data Warehouse

Provides more than 600 standard reports and dashboards, and advanced analytics capabilities such as data mart, trending, time-slice analyses, and predictive analytics to help you measure and respond to changing business conditions

## RIGHTNOW CX PLATFORM

---

### PCI Compliance

Provides a hosting environment certified as PCI DSS Service Provider Level I, the highest level possible for service providers

### Embedded Knowledge Foundation

Easily captures the expertise of your most experienced agents and user-generated content and makes it available to others

### App Builder

Offers a complete suite of tools to rapidly configure, extend, and integrate customer experience apps on the RightNow CX Cloud Platform

### Mission-Critical SaaS

Provides the scalability, performance, and reliability required by mission-critical contact centers

### Enterprise Integration

Integrates RightNow with other systems, making customer knowledge available to your enterprise

### Pilots

Allows you to test drive RightNow and quickly learn how it can benefit your company. RightNow's innovative Pilot Program gives you the ability to use your own data to see immediate results.

## FOR MORE INFORMATION

---

Please visit our website at [www.rightnow.com/travel](http://www.rightnow.com/travel) or give us a call for more information.