SUCCESS STORY: 12301

Boosting the China tourism experience to a new level

Genesys and 12301 dramatically improve service to China’s travelers

Meeting customer demand in a growing tourism market

billion by the end of September of 2016. In 2015, more than 134 million Chinese tourists traveled domestically alone, and that number is rising along with overseas tourist travel as well. Problems associated with tourism resources, services, and regulations have also increased dramatically.

With China’s massive population and the rapid expansion of tourism marketing in the region, China National Tourism Administration (CNTA) had challenges handling customer complaints. The resources that CNTA, a government agency, had for managing customer services weren’t sufficient to meet the expectations of the tourists calling for assistance.

At the beginning of 2015, the CNTA decided to build a nationwide platform to improve services offered to the public and to optimize complaint-handling processes. They wanted a platform to handle and resolve complaints about poor service and pricing from travel agencies, hotels, guides and tourism resources, such as scenic park services.

The CNTA plan was to implement a future-oriented public customer service platform, including a toll-free, bilingual hotline supported by all telecom service providers, a web page interface, and a mobile engagement interface open to China’s local social media. This platform was to be the first omnichannel public service milestone in China.

Customer: 12301 China National Intelligence Tourism Public Service Platform
Industry: Government
Location: China-based
Agents: 300 agents

Challenges:
• Increased call volume due to growth in China’s travel industry
• Uneven call management quality and customer experience in the tourism industry
• No hub to ensure excellence in customer experience across booking channels
• Little insight into customer behaviors

Solutions:
• Platform
• Digital
• Inbound
• Self-Service
• Analytics
While planning the system, CNTA realized that 12301 National Intelligence Tourism Public Service Platform (12301), the company that managed their travel platform, could also help manage the public service component. 12301 is an intelligence hub connecting billions of tourists, thousands of travel agencies, scenic parks, and government authorities including tourism, commercial, tax, police, and healthcare.

Building a best-in-class omnichannel platform for public service

After researching and comparing several vendors, 12301 selected Genesys, and successfully developed a proficient and credible online travel resource.

The new platform was based on the Genesys Customer Experience Platform with Genesys Inbound, Digital, Self-Service, and Analytics solutions. It launched right before the China National Day holiday in 2015 (Golden Travel Week, from October 1–7). With 300 agents, bilingual in Chinese and English, providing 24/7 continuous coverage, this was the first omnichannel platform used by the Chinese government for public service.

In the first week, the Genesys-powered platform received 10,000 complaints, 85% of which were resolved on time. Problem resolution speed has improved dramatically, with a single agent now able to serve three tourists simultaneously. Agent productivity numbers have tripled since 2015.

Leveraging big data to increase tourism in China

With the introduction of the Genesys Customer Experience Platform and Genesys Analytics, the capability to perform whole network search and big data analyses offered CNTA insight into real-time tourism behaviors and market trends. The data and analyses have improved administrative and management decision-making and are helping CNTA to uncover innovative opportunities to innovate to expand the tourism market.

“The development of tourism in China has led to the higher service requirements for the tourism service platform. Unlike traditional call centers, this platform is based on omnichannel engagement to achieve better customer experience,” said Li Nong, Chief Marketing Officer, 12301. “The Genesys Customer Experience Platform can successfully route different WeChat engagements to the right resources and remain stable during high peak hours. We are very satisfied to have the Genesys Customer Experience Platform contribute to our continuous business development.”

The Genesys Customer Experience Platform has already led to improvements in customer NPS scores. CNTA is committed to constructing a healthy ecosystem to sustain the fast-growing tourism industry. As they look ahead, the CNTA is looking to Genesys to help them to evolve and grow customer engagement across all channels. They plan to add video and artificial intelligence channels in the future.

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 10,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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