

Holiday Travel Leader Transat Consolidates Contact Center Operations Across Five Countries



Customer: Transat A.T., Inc.

Website: www.transat.com

Industry: Travel and Hospitality

Location: Montreal, Canada

Founded: 1987

Number of contact center locations: 5

Number of employees: 5,000

Number of contact center agents: 575

Transat, A.T., Inc., is a global tourism leader that specializes in holiday travel, including air transportation, accommodations, and travel packaging. The company, which is celebrating their 30th anniversary, is headquartered in Montreal, Canada and has more than 5,000 employees worldwide and 2.3 million clients. Transat serves over 50 destinations and maintains a fleet of 44 aircraft.

Lacking Flexibility to Support Rapid Growth

Limited by their legacy Avaya contact center infrastructure, Transat struggled to provide consistent, seamless service across their contact centers. With locations in Canada, England, Scotland, France and the Netherlands, each Transat contact center was siloed with its own server, hindering agents' ability to collaborate with each other across contact centers—and preventing the consolidated reporting view

the company needed to make data-driven, business decisions. Because of these solution limitations, company's IT administration also had significant challenges upgrading and integrating new channels and applications. They couldn't provide the differentiated experience necessary to meet growing business needs and customer expectations.

From a growth perspective, Transat knew they needed to consolidate their service operations and simplify administration. This led to a very important decision. They could upgrade their existing Avaya systems, which would require more servers and the need to undertake the lengthy process of onboarding more licenses. Or they could migrate to a more advanced, contact center solution. Considering their existing maintenance costs, integration challenges and ongoing need to support new digital channels and applications, Transat made the decision to move forward with evaluating new contact center solutions.

“The Genesys team seemed like a great partner,... They were very cooperative and made us feel very secure in our decision.”

Patrice Tanguay, Division Manager, Telecommunications at Transat

Challenges:

- Legacy contact center infrastructure with rising maintenance and upgrade costs
- Lack of collaboration among contact centers
- Time-consuming integrations of channels and applications
- No single view of KPIs across digital and voice channels
- Restrictive routing capabilities

Solutions:

- PureConnect
- Unified communications
- Self-service IVR
- Chat
- Workforce management
- Recording
- Screen recording
- Process automation
- Satisfaction surveys
- Outbound
- Automated failover

“We began our search with an open mind,” says Patrice Tanguay, Division Manager, Telecommunications at Transat. “We wanted to see what new technology was out there to support our service goals and provide operational value.”

The Search for a Technology Partner

After reviewing the capabilities of several leading contact center solutions, Transat chose Genesys PureConnect to replace their existing Avaya contact center systems. The simplicity of the all-in-one solution offered new capabilities and channels—all through a single portal for administration. IT could add new functionality quickly without time-consuming and costly integrations, gaining the flexibility to meet evolving business needs. The platform also provided advanced routing capabilities to create one large agent pool, offer differentiated service, and launch a follow-the-sun service model.

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Improving Workflow and Service Capabilities

Prior to deploying the PureConnect solution, Genesys provided Transat with the opportunity to participate in sandbox testing, so they could test various functions of their new solution. Genesys continued to work closely with Transat throughout the deployment, onboarding 575 service representatives and more than 1,000 business users. The migration went smoothly with service levels remaining consistent throughout the project.

“Overall, it was a great experience ... Our new solution meets and exceeds our requirements.”

Susie Devault, Vice President, Customer Experience at Transat

Success With Continued Innovation

Since the replacement of their legacy contact center systems, Transat has unified their contact centers and centralized their IVR with a single point of entry in both English and French. They have dramatically increased the consistency of their customer experience and now can reach out to customers proactively on their channel of choice to provide travel updates and other notifications. Agent satisfaction also has increased by working with the new desktop client.

Real-time interaction data and performance metrics are instantly consolidated and correlated from all channels across their global service organization, providing Transat with better insights to make data-driven business decisions and increase operational efficiency. The result has been measurable improvements to their workflow, increased consistency of

their customer experience and a cost-savings of more than \$1.8 million over five years. With PureConnect, they can also leverage additional business intelligence tools and manipulate data however they need.

Transat continues to work with Genesys to maximize the value of their new contact center solution. This includes an upcoming deployment of Salesforce CRM, adding new features to stay ahead of the latest digital and mobile trends, and improving their process automation. The open platform also gives them the API flexibility to develop other hooks and connectors to their backend to further increase the value to their solution.

There were some change management with the WFM platform but “Overall, it was a great experience,” said Susie Devault, Vice President, Customer Experience at Transat. “Our new solution meets and exceeds our requirements.”

RESULTS

Unified
contact centers

Increased
consistency
of customer experience

Consolidated
reporting

1.8 million
Reduced costs with a single
administration

Increased
employee
efficiency

Flexibility
to support new communication channels
and applications

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