



# Revolutionizing Customer Engagement With Automated, Omnichannel Queue Management For A Leading Cruise Line



IGT Solutions' iQD, or Intelligent Queue Management Tool, offers our clients an automated, omnichannel, and transformational customer engagement channel. It draws from state-of-the-art technology to offer a unified customer experience.

## AT A GLANCE

### INDUSTRY

Cruise Line

### THE CLIENT

The client is a leading cruise line offering expeditions across oceans and rivers.

### CHALLENGE

Manual PNR management system led to significant inefficiencies, including high error rates, lack of tracking, and the inability to automate processes, severely impacting productivity and service quality.

### SOLUTION

Implementing the iQD tool helped integrate seamlessly with backend and frontend systems, addressing the client's need to automate PNR task distribution.

### RESULTS

- 20% reduced AHT
- 25-30% improved response rate
- Enhanced data quality

Cruise lines are facing significant challenges due to reliance on manual processes that are causing widespread operational inefficiencies. The outdated systems struggle to integrate seamlessly with Global Distribution Systems (GDS), leading to sluggish performance and frequent errors. These inefficiencies are compounded by human oversight, resulting in mismanagement, delayed responses, and increased operational costs. The inability to automate and streamline these processes hampers productivity, diminishes service quality, and leaves cruise lines struggling to meet the demands of a fast-paced and competitive industry.

Our client is committed to ensuring efficient operations by embracing modern systems and innovative technologies. With their forward-thinking, they are not only improving operational efficiency but also elevating the customer experience, allowing them to deliver faster, and more reliable service. Our client is focused on continuous improvement and adaptability, preparing to meet the evolving demands of travelers and maintain a competitive edge in the market.

### MANUAL PASSENGER NAME RECORD (PNR) MANAGEMENT LED TO SEVERAL CHALLENGES

The client faced significant challenges with their Passenger Name Record (PNR) management system. PNRs were manually allocated to agents via Excel spreadsheets, leading to several operational inefficiencies.

**Manual Task Allocation:** Dependence on manual task allocation caused delays and errors, hampering productive work hours (until supervisors distributed tasks among teams).

**Impact on Service Quality:** The manual handling of PNRs significantly increased the scope of errors and necessitated frequent rework, directly impacting the overall service quality and efficiency.

**Lack of Tracking:** The absence of a robust tracking system meant there was no visibility into critical metrics such as Service Level Agreements (SLA), Total Handling Time (THT), productivity, historical reports, or the number of PNR touches.

**Inability to Automate:** The existing system did not allow for the integration of automated bots, which limited the potential for process automation and further efficiency gains.

## RESILIENT. FRICTIONLESS. RELEVANT.

### IMPLEMENTED THE IQD TOOL TO AUTOMATE PNR TASK DISTRIBUTION

To resolve our client's problem, IGT Solutions identified the need to implement a solution that would automate the distribution of PNR tasks among agents, reducing the dependency on manual processes. We identified the client's need to enhance overall efficiency by reducing errors and minimizing the need for rework through improved task-handling processes.

IGT Solutions implemented the iQD tool to address the client's needs and offer a comprehensive solution. iQD is a cloud-based, fully automated queue management tool designed to seamlessly integrate with both backend and frontend systems.

During the implementation process, the client encountered several challenges related to change management and manual disposition difficulties. We addressed these challenges through close coaching, multiple focus group sessions, and targeted training programs. Focus group sessions helped identify unnecessary diagnostic steps, which were subsequently removed from the iQD tool to streamline processes.



#### Real-Time Integration with GDS

The tool integrated with Global Distribution Systems (GDS) for real-time task sourcing, ensuring that tasks were distributed efficiently and in a timely manner.



#### Predictable Turn-Around Time

The system provided customers with timely updates on their travel schedules and ticket status, improving the overall customer experience.



#### KPI/SLA Driven Delivery

The solution was designed with SLA-driven metrics, including average handling time (AHT) per ticket or queue, ensuring that performance targets were met consistently.



#### Centralized Controls and Proactive Monitoring

iQD offered centralized control with proactive monitoring capabilities, allowing for real-time tracking of operations and quick identification of any issues.

### INTEGRATING ADVANCED TECHNOLOGY DELIVERS PROCESS IMPROVEMENT AND BENEFITS

Adopting iQD resulted in significant improvements to the client's operations, delivering a range of measurable benefits. Automating task distribution and real-time tracking led to a 20% reduction in average handling time, significantly enhancing overall efficiency.

The system also enabled a 25% to 30% increase in response rates, resulting in substantial cost savings. Additionally, streamlined processes and improved task allocation contributed to a 15% boost in agent productivity. The iQD tool provided comprehensive process tracking, offering a 360-degree view powered by an efficient reporting suite, with real-time dashboards delivering accurate snapshots of system performance.

The tool's capability to integrate bots opened up new opportunities for automation, further driving efficiency gains. Access to high-quality, real-time data facilitated informed decision-making, improving operational effectiveness. Moreover, the tool enhanced data quality by increasing the accuracy, consistency, and reliability of information across the organization, reducing the risk of errors and rework.

### Consistent Results that Drive Success

# 20%

Reduced AHT

# ~30%

Improved Response Rate

# 15%

Increased Agent Productivity

# 360°

Visibility of the entire process

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Explore what IGT Solutions can do for you.

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