



Streamlining Sales Operations Delivers a 187% Revenue Surge For a Leading Hospitality Brand



The transformative sales operations boosted revenue, exceeding the client's expectations. The outcome highlights the effectiveness of optimizing sales processes and its impact on performance improvements and growth.

AT A GLANCE

INDUSTRY

Hospitality

THE CLIENT

The client is a large hospitality brand focused on enhancing customer experiences.

CHALLENGE

Attendance issues among sales staff led to a mismanaged reservation desk causing customer frustration, and a significant decline in repeat business and revenue.

SOLUTION

Consultative sales approach and dynamic staffing solution improves agent performance and customer engagement improving reservations and revenue.

RESULTS

- 187% Revenue Growth
- Improved SLAs
- Decreased Abandonment Rate

The hospitality industry faces several challenges, including effectively managing seasonal fluctuations. Demand varies throughout the year, making it difficult to maintain a predictable pipeline of reservations. Increased competition from alternative accommodations has intensified the struggle to acquire customers. Changing traveler preferences for personalized and unique experiences also complicates traditional sales strategies.

Building and maintaining customer loyalty is also increasingly difficult in a market flooded with options and discounts, requiring ongoing innovation to retain guests. The industry demands a solid reservation system founded on ways to keep the sales staff informed, energized, and motivated and drive their productivity to convert reservations into actual stays.

The client faced a significant challenge due to seasonal peaks causing unpredictable revenue streams. The efforts to drive customer loyalty were hindered by an inability to offer personalized experiences such as tailored travel itineraries, unique room amenities, or customized dining experiences,

REVENUE DECLINE DUE TO STAFFING ISSUES AND INADEQUATE CUSTOMER SERVICE

Due to their sales staff's attendance issues, there was a disconnect between customer expectations and reality. Without accurate details, their existing reservation staff members were unable to provide personalized recommendations or deals that could entice potential guests.

The lack of customization led to missed opportunities for upselling and engagement. Additionally, long wait times for inquiries further frustrated customers, causing many to abandon bookings or turn to competitors with faster, more efficient service. The combination of outdated info, impersonal interactions, and slow response times severely impacted the client's ability to drive sales and retain customers.

It resulted in a loss of repeat business, diminished brand loyalty, and a sharp decline in overall revenue, further straining the client's growth and profitability in an already competitive market.

RESILIENT. FRICTIONLESS. RELEVANT.

OUR CONSULTATIVE APPROACH AND REAL-TIME COACHING TRANSFORMED THE CLIENT'S PERFORMANCE

Impressed by our proven track record and extensive knowledge in the TTH domain, the client chose to partner with IGT Solutions. This comprehensive strategy enhanced agent performance and customer engagement and resulted in a significant increase in reservations and revenue for the client.

The revamped sales process, designed to engage agents more effectively and enable them to leverage updated information and techniques, was well-received by the client. It allowed agents to maximize their sales efforts, leading to a significant boost in reservations and revenue.

- **Performance-Based Pricing Model:** Confident in their expertise, IGT Solutions offered a pricing model tied directly to our agents' performance, aligning their success with the client's revenue growth.
- **Consultative Sales Approach:** We implemented a consultative sales approach, thoroughly understanding the guest's needs and tailoring reservations to match their unique requirements.
- **Updated Information:** We ensured the sales team had access to the most current details about properties, amenities, and locations, which enabled agents to provide accurate and compelling recommendations.
- **Unique Sales Coaching:** We introduced a distinctive sales coaching strategy, including real-time insider coaching that provided agents immediate feedback and support during customer interactions.
- **Aligned Incentives:** Incentives were structured to encourage increased reservations and completed stays, directly tying agent rewards to their performance.
- **Reduced Cancellations:** Enhancing the sales process and training decreased the number of cancellations, improving overall booking efficiency.
- **Dynamic Staffing Solutions:** Implemented flexible staffing models to adapt to varying demand levels, ensuring that the correct number of agents are available to handle peak times efficiently, thereby improving service quality and response times.

RECORD REVENUE GROWTH AND STREAMLINED SALES OPERATIONS

Our innovative approach to transforming the client's sales operations brought about significant benefits, marked by a series of impactful improvements.

The streamlined sales operations helped boost revenue growth, with an impressive 187% increase. The success of our tailored solutions not only optimized the client's performance but also enhanced their brand.

Enhanced SLAs: By implementing a dynamic staffing model and optimizing workflows, we ensured that Service Level Agreements (SLAs) were consistently met, leading to quicker response times and higher service quality.

Reduced Abandonment Rates: The real-time coaching and updated information provided to agents minimized customer wait times and abandoned inquiries, improving overall customer engagement and satisfaction.

Record Revenue Growth: The combined effect of improved SLAs and reduced abandonment rates contributed to a substantial revenue increase of 187%. This unprecedented growth demonstrated the effectiveness of our tailored approach that delighted the client.

Consistent Results that
Drive Success

187%

Revenue Growth

Improved

SLAs

Reduced

Abandonment rate

RESILIENT. FRICTIONLESS. RELEVANT.

Explore what IGT Solutions
can do for you.

Visit www.igtsolutions.com or
email us at mktg@igtsolutions.com