Travelport
Redefining travel commerce

Travelport Smartpoint

Customer
Fox World Travel

Channel
Corporate and leisure travel agency

Product
Travelport Smartpoint

Accelerating the onboarding process
for new talent

Corporate and leisure agency Fox World Travel has deployed Travelport Smartpoint to enhance the customer journey, streamline training and maximize agent productivity.

For corporate and leisure agencies, success depends on the quality of customer-facing services. As well as giving customers access to the best deals and the widest possible range of travel content, search, sales and after-sales processes must be fast, efficient and consistent.

To optimize service for its customers, leading Wisconsin-based corporate and leisure agency Fox World Travel invests heavily in travel technology and staff training. The family owned company, which is divided into a corporate division, a vacations division and a meetings and incentives division, employs 250 people; 140 of whom are frontline sales agents.

One major challenge faced by the travel industry is recruiting and training customer-focused agents. Julie Deppe, Fox World Travel's Director of Travel Technology, says, "There are plenty of strong candidates in our area who are committed to delivering excellent service, but very few with travel agency experience. Because traditional travel systems use cryptic commands, onboarding and training new staff from other industries can be a slow and expensive process."

Adding value for corporate and leisure customers
To streamline staff onboarding and training and maximize the quality of customer-facing services, Fox World Travel has implemented Travelport Smartpoint. This replaces 'green-screen' systems and cryptic controls with an intuitive graphical user interface and interactive, point-and-click booking tools, making customer reservations, bookings and payments faster and simpler.

"We no longer have to spend hours on travel system technical training."

Julie Deppe, Director of Travel Technology, Fox World Travel

With Travelport Smartpoint, Fox World Travel agents can compare fares from 400 traditional airlines and low-cost carriers quickly and easily, reducing the need to visit airline sites and ensuring that customers get the best deals every time. Agents can also access content from approximately 650,000 hotels and 36,000 car-rental locations from within the same workflow, making the end-to-end booking experience faster and more convenient for both agents and customers.

Fox World Travel is also using a number of additional Travelport Smartpoint features to enhance agent productivity and customer service. "We can access TripAdvisor reviews and ratings directly in Travelport Smartpoint, which allows us to provide informed advice on hotels very quickly, and quick command keys speed up access to supplier websites, commonly used applications and the corporate intranet from within the workflow," says Deppe. "We also use Trip Quote frequently to email travel quotes to our customers, which saves us time and really adds value for them."

To drive adoption of Travelport Smartpoint internally, Deppe and the Travel Technology team publish weekly 'Travelport Smartpoint tips of the week'. "Travelport Smartpoint is a big change for our agents, and this is one way to help make it easier for them," says Deppe. "One week, the tip was about the Travelport Smartpoint queuing functionality, for example, and one week it was on Trip Quote. We look at a different feature each time and it's proved very successful and very popular," she adds.

Focusing on service: not cryptic commands
With Travelport Smartpoint, Fox World Travel can dedicate time and resources to improving agents' service skills, rather than teaching them cryptic commands. "We no longer have to spend hours on technical training," says Deppe.

"Instead, we focus on the soft skills that empower them to deliver the best possible service: the same skills that deliver a competitive advantage for our business."

Streamlining agent onboarding and training
With its graphical user interface and point-and-click commands, Travelport Smartpoint also reduces training times for new agents joining Fox World Travel by up to two weeks, delivering significant efficiency gains for the company.

"In the days before Travelport Smartpoint, it took at least a week just to teach new staff the cryptic commands they need, and several more weeks until they were confident working with the system," says Deppe. "Now, we can train new agents much more quickly, empowering them to deliver excellent service from day one."

Driving process efficiency and agent productivity
By creating an end-to-end workflow for agents in Travelport Smartpoint, Fox World Travel is improving process efficiency and staff productivity. "With Travelport Smartpoint, every customer interaction is much faster and more efficient," says Deppe. "As well as helping us improve the customer experience, agents can serve more customers, which contributes directly to our bottom line."

Building strong customer relationships based on trust
Fast, efficient, consistent customer service is also helping Fox World Travel to achieve a new competitive advantage. "With Travelport Smartpoint, we can be sure that the customer experience is consistently excellent across all of our divisions and activities," says Deppe. "Our customers trust us to provide the best travel options, with a fast, efficient booking experience. With Travelport Smartpoint, we never let them down and we can build strong customer relationships that last and last."

To find out how you can be the agency who offers the best customer service, contact your Travelport account manager or visit www.travelport.com/smartpoint

travelport.com