



TRAVEL COMPANY TAKES CUSTOMER SATISFACTION TO NEW HEIGHTS

Today's travelers have high-flying expectations for customer service. STARTEK's client, a leader in the travel industry, is all too aware that pleasing its customers is just as important as meeting the safety, convenience, and comfort that its customers have come to expect. That's why the travel company engaged STARTEK to help it take customer service and satisfaction to new heights.

CHALLENGE: DELIVER BETTER CUSTOMER EXPERIENCES, EVEN IN CHALLENGING SITUATIONS

Travelers expect that customer service will be easy, fast, and convenient to use. The team at this travel company must not only deliver excellent customer service that meets those expectations, but do so under very demanding and sometimes stressful situations, such as major weather events, that are outside of the direct control of the company.

While STARTEK's client is a leader in travel with a global reputation for excellence, the chief executive officer felt there was still room for improvement and competitive differentiation based on the customer experience. The goal was to increase customer satisfaction ratings by empowering employees to take greater responsibility for resolving virtually any issue the customer might have.

SOLUTION: EMPOWER EVERYONE TO ENGAGE IN GREAT CUSTOMER CONVERSATIONS

STARTEK began the engagement with a full-scale diagnostic to identify the core areas of opportunity for improving how the travel company communicates with its customers. It determined that achieving improvements across the company required a return to true dialogue—freeing employees to connect emotionally with customers, resolve their issues, and improve perception of the travel leader's brand.

To help the company engage with its customers, STARTEK deployed its Performance Optimization solutions, which help everyone in the organization learn how to talk, text, chat, and email with customers using scientifically grounded, dialogue communication skills.

Taking a top-down approach, STARTEK first trained the travel company's leadership team—including everyone from the CEO and other executives to operations managers and workforce leaders. STARTEK then trained the rest of the company using self-paced curriculum delivered through a learning management system along with webinars and practical onsite workshops.

RESULTS: IMPROVED CUSTOMER SATISFACTION AROUND THE WORLD

Today, the STARTEK Performance Optimization solution is in use throughout the travel company. Employees interacting with customers now use the STARTEK Essential Habits training to craft authentic conversations in English, Spanish, German, Russian, Portuguese, French, and Italian, with new languages being added.

From the moment the company began using the first STARTEK Essential Habit, it started to see improvement in customer satisfaction. After implementing the first three Essential Habits, the company experienced a five percent increase in customer satisfaction scores.

Employees report greater job satisfaction as they now have the autonomy and the skills to support the customer no matter what issue the customer brings to them on the phone, via email or chat, or in person. Employee confidence has increased as well. A tenured employee of 20 years with the travel company adds, “We’re not only well trained on how to do our job, but now we know how to communicate well with each individual customer.”

With STARTEK’s communication science-based solutions and the travel company’s commitment to excellence, the company, its customers, and its employees are all noticing the difference—making the journey for everyone more rewarding and satisfying.

Industry:

Travel and Leisure

Challenge:

Improve customer satisfaction and differentiate the brand

Solution:

Use training, mentoring, and coaching based on the science of human communication to improve conversational habits with customers

Highlights:

- Identified over-reliance on scripts and lack of autonomy that resulted in customer frustration
- Implemented top-down program to empower employees with essential dialogue skills
- Improved customer satisfaction scores by five percent after implementing the first three dialogue habits

BUILDING BRANDS ONE CONVERSATION AT A TIME.

World class customer engagement starts with world class conversations – and that’s where we come in. We’re STARTEK, and we specialize in orchestrating the ideal customer experience at the point of conversation between you and your customers. Powered by the science of dialogue, our customer engagement specialists and communication scientists understand the human component of the contact center better than anyone. In fact, our omni-channel engagement solutions have helped countless brands, including JD Power award-winning companies, connect emotionally, solve issues, and improve net promoter scores. Whether engaging on the phone, online, in person, in your contact center or in ours, STARTEK can help you turn your strong customer relationships into unbreakable ones. [Because the outcome of every conversation matters.](#)



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