

## SUCCESS STORY

natterbox  +  talixo™

 TALIXO  
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**USE CASE**  
Sales/Support

**INDUSTRY**  
Travel

**LOCATION**  
Global

### About

With innovative in-house technology, Talixo is revolutionising leisure and business travel by seamlessly integrating with booking flows of travel industry partners. So no matter if travellers book a flight, hotel or any other travel activities, Talixo aims to have them book a transfer and A to B services as well to ensure a seamless travel experience - door to door.

### Challenge

The business was hit hard by the COVID-19 pandemic which saw bookings decline significantly, but as soon as things started to pick up it was clear that the existing telephony system was not going to be up to job. It lacked scalability and was not fully integrated into the company's Salesforce CRM platform.

With significant growth predicted, the Talixo team started to look at a system that would integrate with Salesforce and offer better efficiency and customization than their current solution.

### Solution

Natterbox, Voice for Salesforce was chosen as the new solution for Talixo. The company was attracted by the ability to offer much greater scalability as the team grew post-pandemic and also the ability to incorporate agents whether they be working in the office or be based elsewhere such as remote workers.

With the ability to offer much greater personalized customer interactions, Voice for Salesforce was also a clear choice as it met the desire of the business to improve customer satisfaction in a competitive marketplace.

Improved integration with Salesforce now means that greater personalization can be made when a customer calls. The IVR system easily allows callers to input their booking number, providing agents with all the details they need when dealing with the call. The result is faster, more efficient calls with customers appreciating the personal touch.

“ It was a very professionally led project, with a lot of business understanding. Everyone was really helpful and the deployment team left us feeling confident. ”

*Anna Brooks, Head of Operations*

### Results

#### Greater Agent Performance Visibility

Previously, agent performance was difficult to measure, particularly for remote workers. Thanks to Natterbox, this is now a problem of the past. Managers can quickly and easily monitor agents, ensuring they are working as efficiently as possible and delivering their best performance. The solution provides a great way to deliver feedback and provide targeted training in a way that simply wasn't possible before.

#### Improved Customer satisfaction

One of the critical reasons for adopting the Natterbox solution was to drive satisfaction levels. Thanks to the ability to create and send post-call Customer Satisfaction (CSAT) surveys, Talixo have been able to see an improvement in their performance. In such a competitive market, high levels of customer satisfaction are crucial to create loyalty and differentiation from competitors.

#### Call Waiting Times Reduced

Before the implementation of the Natterbox solution, call waiting time was an average of 68 seconds. Now thanks to Voice for Salesforce, call waiting times have reduced by more than 40%, in part down to more effective routing, ensuring that calls are moved to a back up team if the primary team members are all busy on other calls.