QUALFON

Contact Center Services
and Back-Office Processing

Helping Airline and Hotel Companies Respond to **Data-Withholding Practices**

Business Challenge Brief

As hotel and airline companies reevaluate their data-sharing practices with online travel agencies, their contact centers are fielding more customer service inquiries. Therefore, customer management professionals are taking a closer look at how contact center partners can cost effectively extend their reach.

Withholding Creates New Challenges

Hotels and airlines have begun withholding information from travel comparison websites and online travel agencies, creating a number of reactions and changes within the travel industry. Not only has the U.S. government responded by initiating an investigation into allegations of collusion and price fixing, but consumers are also changing their ways. With online travel agencies having fewer flights and less price comparison data, consumers are navigating directly to hotel and carrier websites to get the information they want straight from the source.

As a result, hotels and airlines are experiencing increases in the number of requests submitted to their customer service phone lines, online chat sessions, and email inboxes. And with consumers generating more inquiries to serve, hotels and airlines need to quickly and cost efficiently deliver superior customer experiences amidst the surge in demand.

Hotels and Airlines: What to Do

Expand Service Operations and Deliver Superior Customer Experiences in a Shifting Marketplace

- **Increase the Speed of Customer Service Operations**: Create an agile and flexible workforce that scales to changing demands
- **Build High-Performance Service**: Expand contact center capacity with a tenured and talented team in a location that complements your business strategy
  Reduce Customer Care Costs: Minimize the impact of serving more customer inquiries so revenue increases are not overshadowed by additional costs
  See how on page 2!

Don't Wait

Federal investigations may **take years to complete**, but the leading hotel and travel companies are not sitting idle–they're working to make their customer service and operations **leaner and more competitive** now.

Qualfon: Speed Your Customers Demand

Among outsourcing partners, Qualfon has a unique position to help travel companies quickly take advantage of new customer opportunities.

The Speed You Need to Meet Changing Customer Demands

- **Available Capacity:** Qualfon proactively invests in contact center capacity and has open availability in onshore, nearshore and offshore outsourcing locations
- **Quick-Ramp Capabilities:** Qualfon launched a client across two locations in just three months and was a top provider in quality
- **Easy to Work With:** Qualfon has flexible client on-boarding processes and is a financially strong, privately-held company designed for growth

Achieve Performance Goals with Customer Experience Excellence

- **All Supervisors are Leadership Trained and Six-Sigma Certified:** Qualfon requires contact center supervisors to be certified leaders with Six Sigma green belt certification and graduation from Qualfon Leadership Academy, which includes 19 management courses
- **Industry Leading Tenure:** Unlike other providers, Qualfon employee attrition is at an industry low, enhancing scalability due to low initial attrition and delivering higher, sustainable performance

Optimize Your Customer Care Cost Efficiencies

- **Low Employee Turnover:** Qualfon's industry-low attrition reduces replacement costs and provides cost efficiencies for its clients
- **Low SG&A:** Qualfon's agile operating model puts decision-making at the local level, reducing overhead costs by 1/3 and improving contact center flexibility

About Qualfon

Employee Tenure Rates 2X Higher than the Industry Average

Qualfon is leading the outsourcing industry in employee retention, which is the secret to our high-quality services and competitive pricing. Our agents stay two times longer, providing you a higher quality service at a lower price.

The People-Driven VALUE CHAIN

Intelligent Outsourcing Locations

- **Manila, Philippines:** A neighborhood location in the "university belt" where students live and learn
- **Dumaguete, Philippines:** With over 3,000 employees, Qualfon is one of the largest BPO operations in the provincial Philippines
- **Cebu, Philippines:** In the 2nd-largest city in the Philippines, Qualfon is the 2nd-largest BPO
- **Fort Collins, Colorado:** Customer experience excellence in one of *Money Magazine's* Best Place to live in the U.S.
- **Spokane Valley Corridor, Washington & Idaho:** Multiple contact center provide sales and service excellence
- **Harlingen, Texas:** Bilingual services from an onshore location
- **Mexico City, Mexico:** An established BPO location offering near-shore, multi-lingual hubs
- **Georgetown, Guyana, S.A.:** Latin America with pricing competitive with India and the Philippines