

## **How India's largest travel and holiday information portal, improved customer service.**



### **About HolidayIQ.com**

**HolidayIQ.com** is India's largest travel information portal headquarter in Bangalore. The company do not directly do any booking but connect the tourist to the travel agency and also provides customised tour packages to the tourist.

**Business Challenge :** The company is using running an outbound call center for lead generation and customer service.

- Don't have any reports on key metrics of call center operations
- Don't have any call recording for quality assurance
- As most of the call center activity is manual, scaling is a challenge
- To improve customer service, they want to build customized application

**Ozonetel solution** - Ozonetel deployed cloud call center solution for customer service operations. Holiday IQ also taken telephony platform for custom development of voice apps.

With Cloud based solution, HolidayIQ is able to setup call without any initial investment and maintenance cost.

### **Impact of using Ozonetel**

- Call Recording – Able to record each customer interaction, it helped in improving quality of customer service
- Reports & Analytics – Detailed call reports related to inbound and outbound calls, helped in data based decision process

Plan Ahead-

- Build a customized product- Want to build a customized product on Kookoo
- CRM Integration – To further enhance the call center operation. They want to integrate, the CRM with the calling solution (Ozonetel's call center product).

“Very useful to make the data-based decision, improving the quality of the calls”-

**Manager Strategy & Operations, Kamal Upadhyay**