

Cyprair Holidays is a wholly owned subsidiary of Cyprus Airways and a dedicated specialist tour operator to Cyprus.

Success Story - Travel



Client **Cyprair Holidays**

*Background
Confero Solution
Results*

- Inbound
- Outbound
- Speech Recognition
- SMS Marketing
- Fulfilment

Background

Cyprair Holidays service a niche market specialising in tailored holidays to Cyprus. The company provides a comprehensive service to travel agents and direct clients across all aspects of customers' holiday arrangements.

Cyprair value the bespoke character of their offering and ensure staff travel to Cyprus throughout the year in order to acquire up-to-date detail on holiday accommodation, entertainment, travel options and facilities.

In order to respond to high seasonal call volumes expected early in the New Year, Cyprair's management were keen to put a solution in place that would offer a cost effective alternative to associated resource problems, while ensuring all customers and clients spoke with a live agent.

Confero Solution

Confero were very keen to put forward a solution that would meet all of Cyprair's needs, so they decided to use the shared desk to take the calls. This enabled Confero to provide a service, which was low in cost, but still made sure that a live professional agent answered all calls.

The shared desk received calls all day and evenings 7 days a week, ensuring that all calls were answered and the agreed SLA's were met.

Results

Cyprair Holidays were extremely happy with the service they received from Confero that now they benefit from a team of customer service professionals that deal with their customers 365 days a year, who understand their customers requirements and provide a complete communications solution within ABTA guidelines.

The Confero solution has allowed Cyprair's internal team to concentrate on high value client relationships and complex holiday arrangements, while Confero ensures all potential customers who wish to talk with Cyprair Holidays - talk with Cyprair Holidays.

The Confero senior management team with its combined wealth of experience, gained from prestigious companies like Merchants, Sitel and Reuters, were able to deliver a comprehensive client programme including inbound call handling and email management.



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