

## Travel and Hospitality Support that Keeps Guests Coming Back

HGS improves guest engagement by offering unified, multichannel service to hotels, airlines, and travel support businesses. Supporting the transition from phone contact to website booking, HGS enables a **better guest experience, drives guest loyalty, and increases guest spend.**



### Multi-Channel Solutions that Drive Wallet Share and Loyalty

Our multi-channel solutions bridge the gap between marketing and customer service. We support all aspects of the travel and hospitality guest lifecycle including digital enablement, mobile app development, social media monitoring and moderation, and proactive presentation of offers to drive wallet share and loyalty.

### Supporting the entire guest lifecycle from awareness, to booking a reservation, to post-sales support.



Reserving Hotel Rooms



Booking Flights



Managing Loyalty Points



Responding to Complaints



Getting to Know What Guests Like



Optimizing the Customer Experience



Providing a Unified Customer Engagement Strategy



Making Your Business More Competitive

We deliver consistently high Net Promoter Scores on the customer service side, staggering increases in website traffic through website redesign and SEO improvements, and extensive loyalty and rewards program experience.

**120%**

Increase in Website Traffic

**400%**

Increase in Online Bookings

**40%**

Increase in Customer Loyalty

## Customer Service

- Amendments/Cancellations
- Service Inquiries
- Destination Information Support
- Chat Support
- Email Processing
- Schedule Changes
- Customer Retention
- Complaint Resolution
- Website Support
- Content Management

## Reservations

- Rate Uploading
- Inquiries (Information/Quotes)
- Bookings (Flights/Hotels/Cars/Packages)
- Amendments
- Cancellations
- Inbound Email Reservations
- Web Reservations (Online Bookings)
- Customer Service (Support)
- Up-Sell and Cross Sell

## Loyalty Management

- Member Enrollment
- Tracking Member Transactions
- Affinity Partner Management
- Redemption
- Cancellation/Retention
- Partner Management
- Points Balancing/Expiration
- Call Center
- Analytics
- Fulfillment Functions

## Sales and Marketing

- Corporate Sales
- Leisure Sales
- Conference and Meetings
- Tour Operators (ATOs, etc.)
- Website Management
- Promotions
- Up-Sell and Cross Sell

## Finance and Accounting

- Accounts Payable
- Accounts Receivable
- Financial Accounting
- Payroll Management
- Reconciliation
- Collections

## Consulting Services

- Process Mapping
- Service Inquiries
- Capacity Modeling
- Quality Improvement
- Process Re-Engineering
- Business Analytics
- LEAN
- Six Sigma

### Driving Loyalty for the World's Largest Car Sharing Company

Over 200 HGS agents support the membership base for this leading car sharing company by assisting with common questions, reservations, and subscriptions/membership enrollment/renewals. The team has also been challenged to improve retention rates within a "save the sale" program. Using focus groups and agent feedback, HGS was able to introduce and deliver a successful new approach to membership saves which has enthusiastically been embraced by the client. With HGS behind the wheel, customer saves have been increased to 40% and retention rates consistently exceed 35%; saving the client millions annually.

### Increasing Website Traffic for a Five-Star Hotel Chain

For a luxury five-star hotel chain, HGS redesigned and rebuilt the website with a strong emphasis on contemporary design and the ability to easily support more microsites with expansion. A sound SEO strategy combined with a location sensitive structure that recognized customers' geographic location, drove a dramatic increase in website traffic and greater sales revenue from targeted offers. HGS also created a separate mobile website to better engage and attract users at their convenience. Unique visitors to the website increased by 25% in the first two months and 12% in the first year!

## About HGS

HGS is a leader in optimizing the customer experience and helping our clients to become more competitive. HGS provides a full suite of business process management services from marketing and digital enablement services, consumer interaction services to platform enabling back office business services. By applying analytics and interaction transformation design to deliver innovation and thought leadership, HGS increases revenue, improves operating efficiency and helps to retain valuable customers. HGS expertise spans the telecommunications and media, healthcare, insurance, banking, consumer electronics and technology, retail, consumer packaged goods industries, as well as the public sector. HGS operates on a global landscape with 28,000 employees in 60 worldwide locations delivering localized solutions. HGS, part of the multi-billion dollar Hinduja Group, has more than four decades of experience working with some of the world's most recognized brands.

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