

Express Hiring & improved Sales Conversion in a competitive environment



About the client

Our client is one of the world's largest hotel chains and is the leading global hospitality company. With more than 3,400 hotels in 79 countries and a long history of providing hospitality & world class service to their guests.

Business Requirement/ Problem Statement

The client employed a dual vendor strategy to drive a champion challenger environment for its Reservations and Loyalty Program services. Intelnet was competing with another vendor in the same geography thus sourcing from the same talent pool. Also, the other vendor was awarded the contract 3 months prior to us. The client turned to Intelnet to confirm a 72% staffing increase with only 6 weeks notice

Methodology

Swift Hiring methods

Specialized Sales training

Incentivize agents

Tool deployed



Goal

- Enable quick hiring and on-boarding of Sales agents
- Reduce learning curve and deliver SLA adherence in a short time span
- Accommodate rapid volume expansions
- Improve Sales Conversion

Approach

- Intelnet had closely monitored call patterns and had proactively anticipated the client requirement
- Our Training and Quality teams worked together to initiate various programs such as Buzz Sessions, Quick Bites which consist of updates on hot topics, quick hit opportunities and continuous training in the form of quizzes on pertinent topics. We enabled reduced learning curves for our agents through a systematic and innovative training program designed for our client.
 - Leveraged Quality tools (RCA and Pareto Analysis) to identify the development opportunities of the bottom quartile
 - Implemented a Conversion Excellence Bay managed by the most accomplished Team Leads from Sales
- Deployed customized learning experience to accelerate performance across the floor: Mock hotel rooms of the different brands, WOW statement interactive media, 'Pause and Play' conversion library
 - Created a lively and competitive environment on the floor
- Sponsored all expenses trip to Cebu/Spot Cash prizes for conversion results



Impact

- Proactively anticipated client needs and hired 33% additional staff at our cost which enabled the client to meet unplanned forecasts
- 57% staff from employee referral channel vs. industry bests of 30%
- Intelnet achieved a 90% RFF as compared with 50% by competitors
- Achieved a graduation rate of 85% against industry best practice of 75%
- Achieved 75% of the SLAs 60 days ahead of schedule & 100% SLAs within schedule
- Achieved 103% Quality target ahead of schedule