

## SUCCESS STORY



### *Luxury Hospitality Group Uses TelStrat's WFO Solution to Ensure Quality Customer Experience*

FRHI Hotels & Resorts (FRHI) is a leading luxury hotel management company that operates more than 105 hotels globally under the Fairmont, Raffles, and Swissôtel brands. The company has a portfolio of luxury and upscale hotels including Raffles Singapore, Swissôtel The Bosphorus, The Fairmont San Francisco, The Plaza Hotel in New York City, and London's The Savoy. FRHI is growing its distinctive hotel brands by developing new hotels in key locations around the world, including China, Russia, India, Turkey and Saudi Arabia.

#### **PBX Environment**

- Currently Avaya (Nortel) CS1000
- 135 TDM & 80 VoIP endpoints
- Moving to Avaya Aura in Q4 2014

#### **Needs**

- Ability to record 100% of calls
- Review calls for quality and training purposes
- Store calls for liability mitigation and dispute resolution

#### **Solution**

TelStrat's Engage WFO including:

- Engage Record
- Engage Capture
- Engage Quality
- Engage Desktop Analytics

#### **Benefits**

- Improved customer service with enhanced quality and coaching features
- Increased productivity in problem resolution
- Documented evidence of agent actions for dispute resolution
- Liability risk reduction with 100% recording

## THE CHALLENGE

Recognized as one of Canada's Top 100 Employers, FRHI has a 24/7 Global Reservation Centre in Moncton, New Brunswick, Canada. There are approximately 200 Reservation Sales Agents taking calls and quality monitoring teams in place to ensure global industry standards are met. As business demands increased and their guests' needs became more sophisticated it was soon realized that their legacy call recording system, with its limited capabilities, needed to be evaluated and upgraded. Recognizing this and the importance of ensuring customer service excellence for the luxury set, FRHI committed to reviewing their practices and systems with the goal of recording 100% of their calls. This strategy would enable the team to meet and consistently exceed standards.

FRHI Global Reservation Centre Systems Manager, Denis Collette, reviewed the options and determined that the existing system would potentially be cost prohibitive to upgrade and that new technology should be examined to keep ahead of the curve.

## THE SOLUTION

The FRHI team wanted more than a recording solution replacement - they needed advanced Workforce Optimization (WFO) features to capture complete customer interactions and maximize agent performance. They also needed support for PCI compliance to ensure protection of sensitive customer information. After evaluating several solutions, Collette and his team chose TelStrat's Engage WFO™ including modules for recording, screen capture, quality management, agent coaching, and desktop analytics.

In addition to making sure the solution met their functional business requirements, Collette was also looking for a vendor that would be a true partner, willing to work with his team in a collaborative manner to ensure success. "At the end of the day, the decision was based on the relationship that was built with the TelStrat team, and my confidence that they would deliver on their commitments and provide ongoing support whenever I needed," said Collette. "I was very pleased with the TelStrat implementation support and they continue to be responsive and accommodating."

# THE RESULTS

The FRHI Global Reservation Centre is now able to record 100% of agent calls with Engage Record, regardless of how many simultaneous conversations they have. It supports recording, encryption, search, playback, and live monitoring of calls. With its intuitive, web-based user interface, adoption rate has been excellent. “The system is so simple to learn that everyone wants to use it,” adds Collette.

The benefits that FRHI has realized are plentiful. Agent evaluation and coaching is enhanced with Engage Quality, which provides timely feedback for agents and supervisors to optimize agent performance and enhance the customer experience. Engage Capture transparently and efficiently integrates with Engage Record to provide visibility of an agent’s screen, synchronized with the voice recording, to convey the entire customer interaction.

The FRHI Global Reservation Centre continues to explore additional features of the solution to derive even greater benefits. They plan to integrate Engage Desktop Analytics with their reservation system in order to associate a confirmation number with the voice recording, thus providing a total view of the customer transaction.



Engage Recording Dashboard

**“I was very pleased with the TelStrat implementation support and they continue to be responsive and accommodating.”**

*Denis Collette, FRHI Global Reservation Centre Systems Manager*

# WHAT’S NEXT

The FRHI Global Reservation Centre will soon be upgrading their voice communications platform from the Avaya CS1000 to Avaya Aura™, providing the ability to implement multi-channel contact center features. Because Engage can operate simultaneously across multiple platforms, FRHI can transition seamlessly from their legacy platform to the new environment.



[www.telstrat.com](http://www.telstrat.com) • [sales@telstrat.com](mailto:sales@telstrat.com) • [support@telstrat.com](mailto:support@telstrat.com)

1101 Central Expressway South, Suite 150  
Allen, TX 75013 • USA

North America  
+1-972-543-3500

Caribbean & Latin America  
+1-972-543-3454

Mexico  
+52 55-2602-8595

Europe, Middle East, Africa  
+44 2035 140670

Asia Pacific  
+65 6521 6788

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