



CUSTOMER STORIES /



BCD delivers smarter journeys at scale with Genesys Cloud

BCD transformed its customer experience by centralizing operations and moving to Genesys Cloud™, enabling faster, more cost-efficient, and personalized interactions for travelers worldwide. With 70% of the roll out completed in just nine months — delivered in partnership with Genesys Professional Services — travelers already benefit from shorter calls and automatic transfers to their preferred agents, and BCD has gained internal momentum for the next wave of innovation.

**One
global
platform**

for 7,000
agents across
geographies

**11%
reduction**

in average
handle time

**One-
third of
travelers**

routed to their
preferred agent

AT A GLANCE

Customer: BCD

Industry: Travel and hospitality

Location: North America

CHALLENGES

Travel needs have become more complex, Disconnected regional systems made it difficult to innovate and provide a consistent, high-touch experience at scale

CAPABILITIES

Email, Predictive routing, Speech and Text Analytics, Voice Services, Workforce Engagement Management

**Unique and personalized
journeys for every traveler,
everywhere**

BCD provides corporate travel solutions to clients in more than 170 countries. Its promise is simple yet ambitious: “We help people and companies travel smart and achieve more,” said Christina Bell, Vice President of Contact Center Solutions at BCD. This includes reducing effort for travelers through fast and personalized interactions and providing clients with deep insights that allow them to optimize experiences.

But legacy technology was making this vision hard to achieve. Four separate on-premises systems with different functionalities and complexity prevented global consistency. Instability was becoming an issue. Most of all, the team wanted a platform on which they could innovate and unlock the potential of AI.

BCD implemented the Genesys Cloud™ platform as part of a decisive shift toward simplification, consistency, and innovation.

“Genesys Cloud allowed us to bring everyone to the same foundation with the same core functionalities. That opened the door to more innovation with AI, digitalization, and better service for every traveler, everywhere.”



Christina Bell

Vice President of Contact Center Solutions, BCD

CX takes off with immediate business impact

The bold transformation has already delivered measurable business value. Traveler experiences have improved through new channels and features that reduce customer effort and increase satisfaction.

One-third of customers are now routed to their preferred agent, call handle time has decreased by 11% and callbacks are completed at a rate of 99.4%. Additionally, Genesys Cloud is easy for the team to manage, integrate and develop with, as well as providing 99.7% uptime.

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First class partnership

To deliver business value quickly, BCD partnered with Genesys Professional Services for the implementation and completed 70% of its global deployment of 7,000 agents across 57 countries in just nine months.

The shift even enabled five previously unsupported regions to join the company’s global contact center infrastructure.

“We had an aggressive timeline and moved quickly — and we couldn’t have done it without Genesys at the table with us and being as invested as we are,” said Bell.

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Service innovation hits the mark with travelers

BCD seized the opportunity to redesign and simplify, rather than replicating its previous environment. This included reducing its 75,000 queues by 60-70% and streamlining 81 contact flows to 11.

New features such as preferred agent routing, estimated wait times, and AI-powered email with threading have improved customer experience and delivered efficiencies for employees.

Where projects would previously take months to complete, the team is now able to spin up new services in weeks — fueling excitement and momentum among team members.

“The difference is how we work now,” said Bell. “Before, business and technical teams worked in silos. Now, we’re learning and growing together. We’re quicker at making changes, and we’re smarter about making changes because we’re talking more often.”

Focus on the journey, not just the destination

A big shift is being able to see the entire customer journey — across channels, touchpoints, and time.

“We really appreciate being able to see the flow of the customer. We know who you are, the experience you had, what channel you used — and we don’t have to ask you to repeat your story,” said Bell. “That’s a huge relief for travelers and it’s made a complete difference in our organization.”

With Genesys Cloud Intent Miner, the team uses AI-powered speech and text analytics to explore utterances and extracts insights that allow them to refine paths and improve routing. For example, having spotted that “relocation” is a commonly used

traveler term, the team now directs customers to the right place, the first time.

Speech and text analytics also allow the team to quickly spot and respond to emerging travel incidents — creating personalized messages for both internal teams and travelers.

“We’re delivering consistent service day after day. And because we’re able to work smarter, it gives us the opportunity to retain customers in a more meaningful way.”



Christina Bell

Vice President of Contact Center Solutions, BCD

Making space for employees' expertise

In simplifying experiences for customers, BCD is focused on ensuring that employees feel like they use their expertise in the travel space every day.

Genesys Cloud workforce engagement management tools provide easy access to schedules, individual and team performance, and productivity metrics — all in one place. And being cloud-based, it's fast and easy to deploy changes and updates across regions.

“People are excited,” said Bell. “I think leveraging the cloud has renewed the energy on my team about where the future can go.”

Delivering business impact

Today, BCD handles over 2 million calls per month. Handle time has improved by about 11% globally — equating to hundreds of thousands of hours saved annually.

One-third of travelers are now routed to their preferred agent, creating continuity and familiarity. Callbacks, which have seen an initial adoption rate of about 8%, have achieved a 99.4% completion rate.

Automation is streamlining activities at key touchpoints. Invoice requests, for example, can now be fulfilled in minutes with no agent interaction.

"We're delivering consistent service day after day," Bell explained. "And because we're able to work smarter, it gives us the opportunity to retain customers in a more meaningful way."

"Everything we wanted to do — stabilize, simplify, prepare for the future — we've done it," said Bell. "Now, it's about what's next. And with Genesys, we're ready."



Christina Bell

Vice President of Contact Center Solutions, BCD

A runway to innovation

With core capabilities in place, BCD is now building for the future. The roadmap includes a conversational IVR, expanded self-service, AI copilots for agents and supervisors, and becoming more proactive in traveler interactions.

The company is also exploring how to nudge travelers towards the most efficient and effective channel or interaction.

“Everything we wanted to do — stabilize, simplify, prepare for the future — we’ve done it,” said Bell. “Now, it’s about what’s next. And with Genesys, we’re ready.”

And while leveling up the technology is essential, Bell credits the people — at BCD and Genesys — for the transformation’s success. From late-night troubleshooting sessions to joint roadmap planning, the relationship with Genesys remains foundational. “The one thing I like most about Genesys is that I always feel like we’re in it together,” Bell said. “That’s what keeps us coming back.”

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