

Wyndham Saves Millions, Achieves 62% Automation Rate

Wyndham Hotels & Resorts is the world's largest hotel franchising company, with around 9,200 hotels in over 95 countries. From Super 8® to La Quinta®, their 25 brands offer something for everyone. With nearly 885,000 rooms and a loyalty program boasting 110 million members, Wyndham makes travel rewarding and accessible.

Navigating complexity to stay competitive

Wyndham's contact center platform was falling short of the company's global needs, creating roadblocks to seamless communication and operational efficiency—especially for travelers seeking timely assistance while on the go. The partially on-premises system was complex, unreliable, and unable to scale with the company's ambitions.

Limited integrations

Travelers calling from airports, hotels, or even in transit faced frustrating delays due to disconnected systems. Key platforms like CRM, loyalty, and booking tools weren't integrated, forcing agents to juggle multiple screens and applications. This slowed response times and often left customers repeating their details, creating a disjointed experience during moments that mattered most.

Operational inefficiencies across locations

Onboarding new locations was slow and cumbersome, with significant time-to-market hurdles, making it difficult to quickly adapt to seasonal peaks or open new locations in emerging markets. "At Wyndham, we're committed to reducing complexity wherever possible to improve operational efficiency.

We want to ensure that agents have access to straightforward, user-friendly solutions and tools for their work," said Joe DeLuca, Senior Director Voice, Contact Center and Collaboration. "Our previous solution partner exhibited a concerning level of inefficiency, and the time-to-market to bring on a new location needed significant runway. Overall, it was inhibiting Wyndham from achieving the digital transformation we needed and wanted to accomplish."

Complex agent tools

Travelers reaching out often need immediate assistance—whether it's a last-minute booking change, loyalty redemption, or urgent support due to a flight cancellation. However, the Wyndham platform was outdated and didn't provide agents with intuitive tools or real-time guest insights, making it harder to deliver seamless, personalized service. Recognizing that agents required better support to assist guests efficiently and empathetically, DeLuca and the team were on the lookout for a platform that was "highly reliable, scalable, redundant, broadly accessible, and solution-rich."

By addressing these gaps, Wyndham sought a solution that could empower agents with contextual data, streamline operations across global properties, and ultimately provide a more effortless experience for guests—no matter where in the world their journey took them.

CHALLENGES

- Disconnected systems slowed agents and reduced efficiency
- Slow onboarding delayed new location launches
- Outdated systems hindered productivity and service quality

SOLUTIONS

- Integrated and unified tools streamlined agent workflows
- AI-powered automated password resets and cancellations
- Scalable platform that enables future growth

BENEFITS

- 40,000 password resets handled monthly
- 80% of booking cancellations automated
- 62% automation rate
- <1% abandonment rate
- Millions saved by transitioning to cloud
- 50% containment rate

PARTNER POWERED

- Amplix
- Microsoft Teams
- Salesforce
- Zoom

FIVE9 PRODUCTS

- Five9 Adapter for Salesforce
- Five9 AI Agents



Building a future-ready contact center with AI integration

Faced with the need to overcome operational challenges to deliver a superior guest experience to travelers across the globe, Wyndham Hotels & Resorts sought a contact center solution that could enhance the guest experience at every touchpoint. Their ideal solution needed to streamline workflows, eliminate operational bottlenecks, enhance agent and customer experiences, and provide a scalable foundation for future growth. Working with their trusted partner, Amplix, Wyndham selected Five9 as their strategic partner to modernize their contact center—creating a more connected, efficient, and guest-centric experience.

"We wanted a partner that would facilitate easy integration with Salesforce and our core systems," said DeLuca. "Five9 had the functionality we were looking for, the integrations, and the AI capabilities to serve as the foundation for our future state."

More than just an upgrade, this move laid the groundwork for a future-ready contact center—one that simplifies operations, enhances experiences, and aligns with Wyndham's long-term vision for innovation, growth, and delivering exceptional experiences for travelers.

Streamlined customer experience with lower abandonment rates

Implementing the Five9 platform has delivered measurable results across Wyndham's operations, aligning with the company's vision of delivering exceptional guest experiences.

Five9 AI Agents played a critical role in automating routine interactions, freeing up live agents to focus on high-value, revenue-generating engagements. Notably, Five9 AI Agents process approximately 40,000 password reset requests monthly with a containment rate of 50%, significantly easing agent workloads while enhancing the customer experience. Additionally, Wyndham has automated 80% of booking cancellation calls, contributing to an impressive automation rate of 62%—well above industry benchmarks.

These CX improvements have driven Wyndham's abandonment rate below 1%—far exceeding the industry average and reflecting the company's commitment to delivering seamless, high-quality experiences.

Foundation for long-term growth and innovation

Beyond improving operational efficiency, Wyndham's migration from an on-premises system to Five9's cloud-based platform has yielded millions in cost savings—allowing reinvestment in AI-driven innovations, self-service enhancements, and digital transformation initiatives that elevate the omnichannel experience for guests and staff alike.

"Five9 has great features and functionality—and those are huge benefits—but a significant advantage is that it has enabled us to be nearly an API hook away from achieving just about anything."

JOE DELUCA, SENIOR DIRECTOR VOICE,
CONTACT CENTER AND COLLABORATION

"One of the biggest differentiators for Five9 is that it gave Wyndham the foundation to realize a level of digital transformation that we would not even have been able to discuss when we were on our previous platform," explained DeLuca. "Five9 has great features and functionality—and those are huge benefits—but a significant advantage is that it has enabled us to be nearly an API hook away from achieving just about anything."

Learn more

Explore Five9 [AI solutions for CX](#).

About Five9

Five9 empowers organizations to create hyper-personalized and effortless AI-driven customer experiences that deliver better business outcomes. Powered by Five9 Genius AI and our people, the Five9 Intelligent CX Platform is trusted by 3,000+ customers and 1,400+ partners globally. The New CX Starts Here and it's at the heart of every winning experience.

For more information, visit www.five9.com.

Five9 and the Five9 logo are registered trademarks of Five9 and its subsidiaries in the United States and other countries. The names and logos of third party products and companies in this document are the property of their respective owners and may also be trademarks. The product plans, specifications, and descriptions herein are provided for information only and subject to change without notice, and are provided without warranty of any kind, express or implied. Copyright ©2025 Five9, Inc. 06325