

Treating every customer like a VIP

Berg-Hansen redefines the world of travel with improved service and deeper insights into customer journeys



BERGHANSEN

Customer: Berg-Hansen Reisebureau AS

Industry: Travel

Location: Norway

Agents: 200-plus agents in 24 offices

Challenges:

- Consolidate contact center infrastructure
- Eliminate siloed communication channels
- Improve contact center operations while reducing costs
- Give customers a more personalized experience

Platform:

- Genesys PureConnect platform

Providing more personal experiences

The largest travel agency in Norway, Berg-Hansen is well known as a digital leader, with 70% of reservations happening through digital channels. The company has many branch offices and a centralized group of client teams and software developers—all focused on delivering amazing experiences to all types of business and pleasure travellers.

Consistently living up to this promise depends on the distributed network of contact center agents. Previously, agents struggled with siloed communication systems. An aging estate of local switchboards and ISDN lines was expensive to maintain. It was difficult to link other systems or add new features—and it was impossible to offload traffic between sites during peak periods.

"We wanted to escape legacy infrastructure costs while improving contact center management and empowering agents to give our customers deeper and more personal experiences," said Jan Bråthen, Head of IT Operations at Berg-Hansen.

Offsetting investment costs with instant savings

To fast-track their transformation, Berg-Hansen chose the Genesys™ PureConnect™ platform. "Genesys impressed us with their presentations, safe implementation model and knowledge exchange. We're now self-sufficient, with our software developers making refinements and creating their own code," said Bråthen.

The PureConnect on-premises solution connects and integrates 24 contact centers with reliable, cost-effective SIP trunking—saving money by routing calls over the Berg-Hansen wide area network.

“Of our customers, 70% now self-serve and those that don’t enjoy shorter queues.”

Jan Bråthen, Head of IT Operations, Berg-Hansen

Solutions:

- Digital
- Inbound
- Outbound
- Self-Service and Automation
- Workforce Engagement Management
- Open Platform

Making customers feel known

Now, 200-plus agents share information and manage the customer experience via inbound, callback, email and web chat. Incoming calls are directed to the best-placed experts with the right travel knowledge and skill sets.

Going one step further, Berg-Hansen linked the PureConnect platform with their booking system—a concept simply out of reach before. Now the company is uniquely able to anticipate the needs of every customer and make each one feel known.

“When a call comes in, the agent invariably knows who the customer is, where they’re calling from and their company’s travel policy,” added Bråthen. “So, they can greet them by name and will already have a good idea why they’re calling. For example, they’ll know if they’ve missed a connection or a flight.”

Gaining value through nonstop innovation

Better insights and reporting tools have simplified vital everyday tasks like resource planning and scheduling. In addition, Genesys Interaction Web Portal taps into the PureConnect server to collect and deliver key statistics to wallboards in near real-time.

Moving to the PureConnect platform has enabled Berg-Hansen to improve service in several key areas. “Of our customers, 70% now self-serve; those that don’t enjoy shorter queues,” said Bråthen. “When they speak with an agent, they don’t get asked basic questions—cutting average call handling time to three minutes. And first call resolution for booking enquiries regularly exceeds 90%.”

It’s no surprise that customer satisfaction scores consistently hit 5 out of 6, or that the company was voted number one for “Best Customer Service” in the travel industry in the recent Kantar TNS Awards.

It’s also never been a better time to work for Berg-Hansen. Now, agents have the option of working from home, enabling the company to scale-up resources within minutes, should the need arise.

Innovation never sleeps at Berg-Hansen. “Together with Genesys, we plan to keep pushing the boundaries. The next step is to introduce automation and artificial intelligence, initially with a trial of chatbots. It promises to be an exciting ride,” concluded Bråthen.

To learn more about the solutions featured in this case study, go to www.genesys.com.

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RESULTS

Simplified
integrations

Increased
operational flexibility

Savings on
infrastructure and
phone costs

3-minute reduction
in average handle time

90%
or higher first call resolution

5 out of 6 rating
on customer satisfaction scores

ABOUT GENESYS

Genesys® powers more than 25 billion of the world’s best customer experiences each year. Our success comes from connecting employee and customer conversations on any channel, every day. Over 11,000 companies in more than 100 countries trust our #1 customer experience platform to drive great business outcomes. Genesys on-premise and cloud solutions are built to be fluid, instinctive and profoundly empowering. Combining the best of technology and human ingenuity, we work the way you think.

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