

GLOBAL HOSPITALITY CHAIN INCREASES BACK OFFICE PRODUCTIVITY BY 72%

THE CLIENT

A worldwide hotel and resort chain.

REQUIREMENT

The client needed a more efficient method for processing customer forms.

OUTCOME

- ▶ 40% cost reduction
- ▶ 15% increase in processing accuracy
- ▶ Over 15 million forms processed in total over the 7 year relationship between Invensis and the client



Business Challenge

One of the world's premier hotel and resort chains needed a solution for managing the overwhelming amount of customer correspondence they were receiving every day. The organization has over 7000 hotels located in six continents around the world and were inundated with client forms. This back office duty was not one of the company's core competencies and was taking away from the time they were able to spend providing world class customer service. Our client required this raw information to be transferred into an easy to use database, with the data separated into specific segments.

The Invensis Solution

With over twelve years experience within data management processing, we were well prepared for the task. Scanned images of thousands of customer forms (check-in forms, promo slips, resort cards, competition entry forms etc.) were accessed by the data entry professionals at Invensis. Our highly trained team worked with the client to gain a comprehensive understanding of the specifics of the task and the overall result they were expecting. The team then set to work, transcribing this information into excel spreadsheets, organizing the data with ease of use being a priority, while removing redundant data.

As the security of our client's information was of paramount importance, access to the data was heavily protected at all levels. The raw images were accessed through a FTP and only authorized staff members were granted access to the images. Our extensive, hardworking staff was at hand 24/7 to cater for the client's worldwide customer base, stretching across numerous time zones. Understanding that the hospitality industry is susceptible to large spikes in activity during certain periods, we had scalability measures in place, which ensured our productivity was never hindered.



KEY OUTCOMES

With the burden of processing this data lifted, the company was able to focus on the more important aspect of their business, providing superb service to their customers. The database created by the data processing team at Invensis was easy to use and resulted in the company being able to more efficiently cater to their returning customers. Our services were also beneficial in bolstering long term relationships between the client and their customers.

Initially each agent was processing around 200 forms per day. As the project progressed we were able to gradually reduce the amount of personnel working on the project, as the per-agent productivity grew to 400-450 forms per day. This resulted in a 72% increase in their back office productivity.

40% reduction on costs

Enhanced customer satisfaction

15.2 million documents processed in total (approx.)

15% increase in document processing accuracy

THE INVENSIS ADVANTAGE

- ▶ 1200+ professionals
- ▶ ISO 9001 & 27001 certified
- ▶ Fully customizable service to suit every business
- ▶ Over 12 years of experience
- ▶ Numerous global delivery centers
- ▶ Highly trained personnel

OUR WORLDWIDE CLIENTELE



ABOUT INVENSIS TECHNOLOGIES

Invensis Technologies is a US based business process outsourcing firm with delivery centers located in Bangalore and Hyderabad, India. Since 2000, Invensis has been catering to the diverse outsourcing needs of clients in a wide range of industries, including manufacturing, automotive, hospitality, customs brokerage, healthcare, energy and banking. Invensis is constantly striving to add value to clients' businesses through streamlined back office processes and significant cost savings.

To learn more about how Invensis can assist you, [contact Invensis today](#).