



Case Study

Global travel company improves agent and customer experience with Panviva.



INDUSTRY

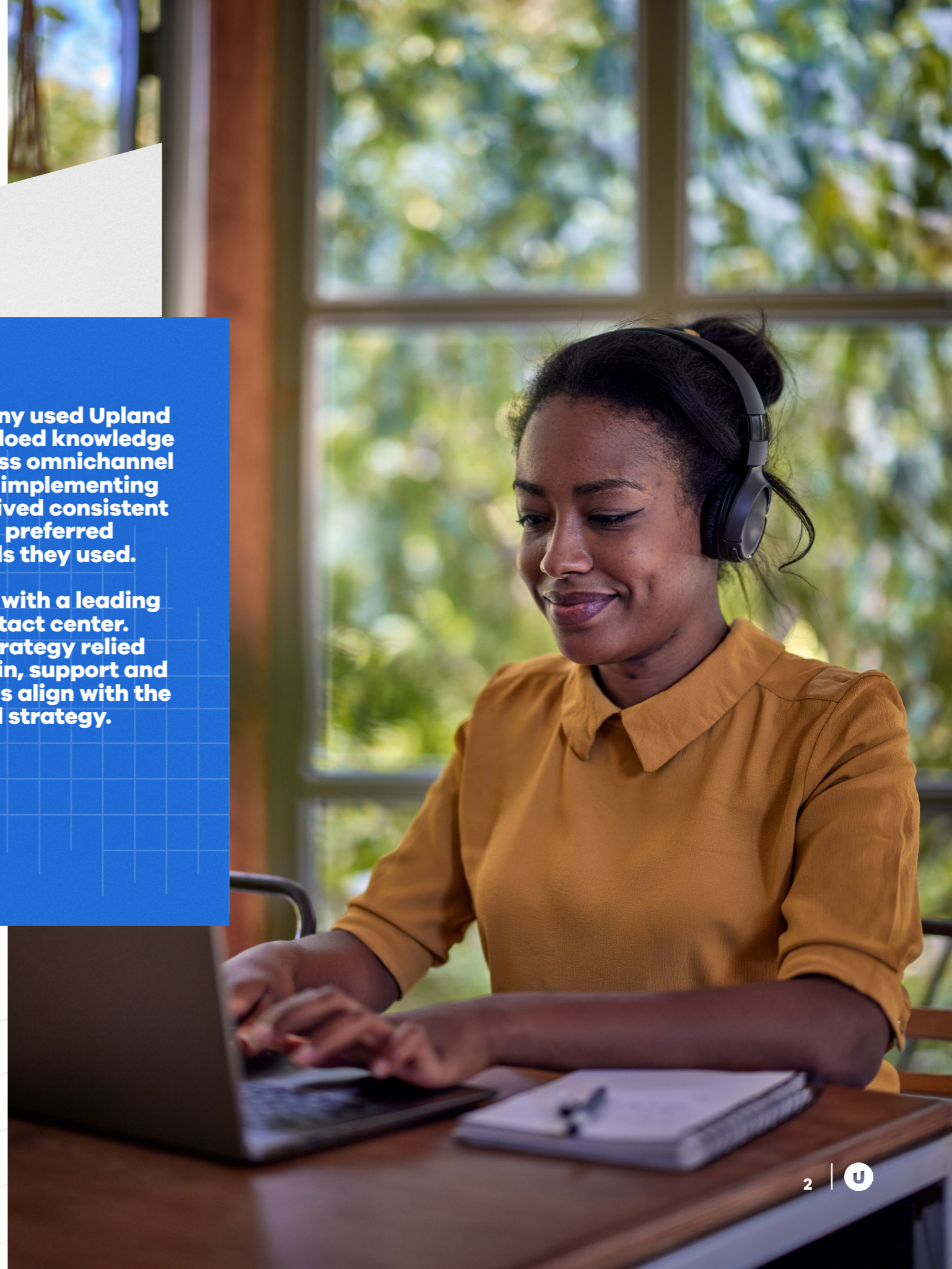
BPO and Travel

COMPANY

For 90 years, a leading cruise company has taken Australians and New Zealanders on dream holidays to amazing destinations along the Australian coast as well as the idyllic South Pacific. The homegrown cruise line delivers a holiday with great entertainment, world-class dining and unforgettable onboard experiences while sailing to some of the most incredible destinations in the Pacific.

This global travel company used Upland Panviva to combine its siloed knowledge bases to create a seamless omnichannel customer experience. By implementing Panviva, customers received consistent answers no matter which preferred communications channels they used.

This company partnered with a leading BPO to manage their contact center. The BPO's enablement strategy relied on Upland Panviva to train, support and manage agents, as well as align with the cruise lines' omnichannel strategy.



Developing customer trust across multiple touchpoints

This travel experience company needed to improve its customer experience with a modern and streamlined approach to knowledge management, all while remaining compliant with data regulations in multiple countries.

With its global presence, customers were reaching out to this travel company 24/7 from a number of channels including email, phone, social media, and more. With four different knowledge bases to pull from, customers received different answers for the same problem based on which channels they used. This is where customers could possibly lose trust in the company's competence and have a bad overall experience.

Panviva enabled consistent, compliant answers from one source of truth.

For a comprehensive experience, the company needed to sync up its four customer knowledge bases, internal knowledge, website FAQs, and more. Upland's Panviva was selected because it was able to provide a single source of truth for the web, virtual agents, and different areas of the world, as well as curated content for different audiences. By implementing Panviva, this company was able to pull all of its knowledge into one place to better train its employees. This helped their team not only receive swift on-the-job training but was also a way to ensure ongoing knowledge management maintenance and agent productivity.

"With regular incremental changes, the checkpoint function allows us to quickly provide all the necessary information to customers without taking them off the phone."

- Operations Manager

"I love the process maps! They make it easy to see where we are going."

- Agent



How Panviva built better customer trust and a positive company experience

Providing consistent experiences through unified knowledge bases.

With all the different technologies at our fingertips today, customers have choices in how they engage with companies. For this travel company, people were calling into contact centers, scrolling through the website's FAQs, and searching through social media channels to find a resolution. To unify its various customer contact methods, this company was able to pull from a trusted single source of knowledge. By having one place for all its knowledge through Panviva, it was able to provide customers with a consistent experience which increased their level of trust in the company's service competency.

Enabling better agent support and reduced time-to-competency

Unifying all its knowledge bases to provide consistent knowledge solved just one part of enhancing customers' experience with the company. To help elevate that endeavor, it also needed to provide better support for both its virtual and live agents. With Panviva, it was able to provide these agents with access to the same information. Because of its unique focus on compliance, Panviva was able to provide this support while ensuring the company remained compliant at every stage of the customer journey, regardless of the channel.

By creating one source of truth for its knowledge, this company was able to reduce its operational cost savings, enhance the customer experience, remain compliant with global regulations, decrease customer cancellations, and strengthen its brand reputation.

How Panviva helped this global travel company

22%

Reduction in Average Handle Time

Accelerated agent competency by **2 months**

33%

Reduction in agent training time

Upland helps global businesses accelerate digital transformation with a powerful cloud software library that provides choice, flexibility, and value. Our growing library of products delivers the "last mile" plug-in processes, reporting, and job specific workflows that major cloud platforms and homegrown systems don't provide. We focus on specific business challenges and support every corner of the organization, operating at scale and delivering quick time to value for our 1,700+ enterprise customers.