



Customer Profile:

Hospitality

Website:

www.radissonhotelgroup.com

Location:

Global call centers
US, Philippines, India, China and Ireland

Business Need:

Radisson Hotel Group wanted to offer their customers outstanding, personalized customer service by:

- Offering more service channels
- Replacing an outdated Avaya system
- Improving routing of calls to available agents across multiple locations

NICE inContact Solutions:

- CXone Open Cloud Foundation
- CXone Omnichannel Routing
- CXone Analytics
- CXone Workforce Optimization

Results Achieved:

- 30% reduction in abandonment
- 10% increase in agent utilization
- 40% decrease in email Average Time to Answer (ATA)

On NICE inContact:

“NICE inContact’s omnichannel functionality helps us know the customer across all of our channels – it’s the secret sauce in our guest experience. With NICE inContact, we can now integrate all of our channels seamlessly and globally to meet our guests where and how they want to be met – anywhere in the world.”

John Zurn,
Senior Director of Reservations and
Customer Care,
Radisson Hotel Group

Radisson Hotel Group values NICE inContact CXone Omnichannel for personalized customer service

About Radisson Hotel Group

At Radisson Hotel Group, owner of Radisson Collection, Radisson Blu, Radisson, Radisson RED, Park Plaza, Park Plaza Inn by Radisson, Country Inn & Suites by Radisson, and prizeotel, their focus is on reinventing customer service. As John Zurn, Senior Director of Reservations and Customer Care, explains, “We differentiate ourselves in the highly competitive hospitality sector by how we handle our guests. We wanted to give them a personalized experience, but we needed a contact center platform that allowed us to do that.”

Radisson’s 250 agents are based in five contact centers around the world. They handle all guest contacts related to reservations, Radisson’s loyalty program, and customer resolution issues.

The Challenge

Offering an Improved Customer Experience with Omnichannel

In order to offer outstanding customer care, Radisson wanted to support a variety of channels, but their old Avaya system was too segregated and lacked flexibility. Zurn explains, “NICE inContact’s omnichannel functionality is a massive improvement for being more intimate with our guests. Now we can serve our customers across all of our channels – it’s the secret sauce in our guest experience. If a guest switches channels, such as using email and then they call us, NICE inContact’s omnichannel functionality ensures that we don’t have to start from scratch in getting their details again. That helps build customer trust and engagement.”

The Solution

Personalizing the Guest Experience with NICE inContact

Zurn summarizes his team's function as being problem solvers. "When customers call us, they're looking for a competent resolution such as needing a reservation in a specific city at a particular price, an online password reset, or perhaps they're reporting an issue with a hotel."

In order to truly offer their customers outstanding, personalized customer service, Zurn knew that Radisson needed a new contact center platform, because their outdated Avaya system of premises-based phone switches lacked flexibility and was difficult to customize. Radisson chose the NICE inContact CXone Cloud Contact Center Platform for its omnichannel functionality, ease-of-use, and ability to quickly switch callers to the next available agent – regardless of where the agent was based.

Reducing Abandonment by 30%

With their new ability to automatically distribute contacts among their global call centers, Radisson has seen a big drop in abandonment rates. Their old Avaya system lacked that capability, which meant guests tired of waiting for an agent and hung up. Zurn explains, "Since we implemented NICE inContact, abandonment has dropped by more than 30%. Why? Because our customers are no longer waiting on hold. NICE inContact moves the guest to the next available agent, or if they prefer, guests can choose to have us call them back when the next agent is free. Just offering that choice reduces frustration, because the worst thing in the world is for a guest to feel like they don't have a choice."

Ensuring Business Continuity

"One of the things we never had before NICE inContact was a business continuity plan," continues Zurn. "We have it now, and it's extremely comforting to know we always have phone, chat, or email available when it's needed." When inclement weather or natural disasters occur, the NICE inContact platform automatically distributes Radisson's contacts among their global call centers. "In Omaha, snowstorms can cut down our call center resources instantaneously. It's not an issue, though, because our other two centers can pick up that volume. Likewise, in Manila, hurricanes can cause service interruptions. If that site is down, we'll pick up their calls in Omaha. With NICE inContact, we can service our guests anywhere in the world 24/7."

"Working with NICE inContact has been a real joy... The next day [after our implementation] NICE inContact delivered the value we wanted."

John Zurn, Senior Director of Reservations and Customer Care,
Radisson Hotel Group

Reporting Offers New Level of Visibility

By using NICE inContact to report on key KPIs and metrics, Radisson Hotels has a new level of visibility into their business including service levels, agent performance, and abandonment. They also use customizable dashboards for real-time insight into performance. "We now have the ability to see every single channel, service level, and calling queue in one screen," says Zurn. "Imagine what that's allowing us to do as we integrate those individual channels and look at it all holistically."

Realizing the Advantages of the Cloud and SaaS

When asked about the advantages of using a cloud-based contact center platform, Zurn enthusiastically ticked off the benefits. "One of the big advantages is the ACD can distribute calls to the next available agent regardless of where they're based. We also like the flexibility of SaaS, because we can use NICE inContact at the rate that we want. It ensures new product releases are occurring on a predictable schedule, and we no longer have to absorb the responsibility or costs to support switches. That means we can spend our time on what we're really good at which is putting people in hotel rooms."

Recommendations for Other Call Centers Struggling with Outdated Systems

Zurn's advice to other contact centers that are struggling with inflexible systems, lack of a business continuity plan, or the inability to scale is to look into NICE inContact. "Working with NICE inContact has been a real joy. I've done several software installments, and they can be tough. Our installation was remarkably easy in the scope of big software implementations. This was the best one I've ever done. The next day NICE inContact delivered the value we wanted."

About NICE inContact

NICE inContact is the cloud contact center software leader, empowering organizations to provide exceptional customer experiences with the world's #1 cloud customer experience platform, NICE inContact CXone™. CXone combines best-in-class Omnichannel Routing, Workforce Optimization, Analytics, Automation and Artificial Intelligence on an Open Cloud Foundation to help companies act smarter and respond faster to consumer expectations. NICE inContact, a NICE company, is recognized as a market leader by Gartner, IDC, Frost & Sullivan, Ovum and DMG, and serves customers in more than 150 countries, including over 85 of the Fortune 100 companies.