



directline**holidays**

DIRECTLINE HOLIDAYS

CHALLENGE

Directline Holidays is one of the largest independent online travel agents in the UK. Selling holidays, flights, city breaks, cruises and skiing trips online and over the phone, they heavily rely on their call centre to handle all sales and post-sales calls generated by their websites.

Consecutive years of rapid growth made it difficult for Directline Holidays to forecast their call centre growth requirements. What's more, the increasing number of missed call rates masked the number of unique or repeat callers and where the real 'demand peaks' were. With a product where one single sales call can literally be worth thousands of pounds, this was a major issue that was detrimental to the company's profitability.

SOLUTION

We helped Directline Holidays reduce the cost of missed calls by deploying OrderlyQ – with advanced reporting, IVR, and superior queuing facilities.

When queues build up, OrderlyQ gives each caller an estimated wait time and encourages them to hang up and call back at a designated time. When they do, OrderlyQ recognises the caller and puts them to the front of the queue, to be answered straight away.

RESULTS

OrderlyQ helped Directline Holidays to:

- save up to 20% on their staffing costs
- increase their call centre efficiency
- monitor data for individual callers
- identify the number of repeat callers
- provide visual reports so it was easier to understand the call data
- deliver high levels of uptime.

We also maintain an excellent level of service through continued consultation with Directline Holidays. This allows us to ensure that the system is tailored towards their needs and that any ongoing improvements are made quickly and efficiently.

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Because our call volumes are volatile, OrderlyQ helps us on three fronts; firstly the queuing facility helps flatten demand peaks, secondly the reporting allows us to implement the optimum number of staff and thirdly it's a far better experience for our customers whose place in the queue is 'saved' throughout the day. It's difficult to overstate the value of OrderlyQ – but the call queuing alone must save us the equivalent of 20% of our staffing costs.

Matthew Flint, Sales Director

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