

CHAN BROTHERS TRAVEL+SHORETEL

Singapore travel icon jets ahead of the competition by deploying ShoreTel's Unified Communications and Contact Center solutions



Challenges:

To stay ahead of an increasingly competitive travel industry, Chan Brothers Travel needed a new communications solution that would enable the innovative travel agency's business enhancements and new product offerings.

ShoreTel Solution:

Chan Brothers Travel (CBT) deployed ShoreTel Unified Communications (UC) and Enterprise Contact Centre (ECC) at the company's main office in Singapore. The UC solution includes 400 endpoints, with 140 staff also using ShoreTel Call Manager.

ShoreTel Benefits:

- Improved employee productivity and responsiveness
- Enhanced customer service
- Better customer and lead tracking
- Cost savings on infrastructure and IT administration

Pioneers in online travel and contact center services

CBT was the first Singapore travel agency to set up a sophisticated online travel infrastructure and a call center as part of its continuous efforts to offer seamless travel experiences.

Using UC to accelerate operational processes

In 2012, CBT began looking for a new UC and ECC solution to eliminate inefficiencies and mitigate complexities in communications. The business goals from the implementation were to increase staff productivity and responsiveness, which would result in the acceleration of operational processes.

The travel agency evaluated the different solutions available in the market based on four key requirements. The system had to improve employee productivity, enhance customer service, reduce costs and productivity losses, and integrate with business information systems and CBT's future CRM system.

In addition, the provider CBT selected had to meet the company's functional requirements, timeline, and budget.

"ShoreTel offered a value-for-money, all-in-one business communications solution that was robust, yet user-friendly. The system was scalable, allowing integration with our business information systems. System management within a single

interface was easy for our IT team to manage,” says Ramona Lee, director of information technology for Chan Brothers Travel.

Improved operational efficiencies, reduced complexity, and increased responsiveness

After selecting ShoreTel as the ideal solution, Chan Brothers Travel deployed ShoreTel Unified Communications and Enterprise Contact Center (ECC) at the company’s head office in Singapore. The UC solution currently extends to 400 endpoints, with 140 staff also using ShoreTel Call Manager, a single unified desktop client that provides both UC and call center functionality.

ShoreTel Director provides CBT with a single intuitive web-based management interface to manage its unified communications, telephony network, and contact center operations centrally, freeing up IT resources and empowering CBT staff to manage most administrative functions in-house.

Once the solution was implemented, ShoreTel provided professional training to staff and systems administrators, quickly overcoming the lack of familiarization and accelerating user acceptance of a completely new communications system.

Higher Sales Conversions

CBT’s ShoreTel solution has supported the company’s goals to cater to various segments of the market, attract new travelers, and retain loyal customers. ShoreTel has also supported CBT’s move into the budget and niche markets, with its introduction of a range of new travel brands into the market; and CBT’s first company-owned franchise shop and bespoke travel agency, Chan’s World Holidays.

The ShoreTel solution has addressed CBT’s initial business goals for a communications solution to improve employee productivity and responsiveness, and also reduce CBT’s infrastructure costs and associated IT administration overheads.

But one of the biggest impacts of the ShoreTel deployment has been improved customer service and better customer and lead tracking. One of CBT’s competitive differentiators is its agents’ “passionate selling,” which CBT describes as the staff’s ability to share and pass on their personal experience to customers.

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Ramona Lee
Director of Information Technology
Chan Brothers Travel

“With the ShoreTel solution, we are better able to transform cost savings from operating efficiency into added value for the end consumer,” comments Lee.

“CBT’s new ShoreTel system has reduced the communications barriers between the agency and its customers, and also given CBT’s agents a greater capability to deliver on promises and exceed customer expectations.”

“ShoreTel allows our customer call center to operate 24x7 despite our 10 a.m. to 7 p.m. operational hours by tracking potential leads that arrive after office hours or lost leads during high call volume. This translates into a higher sales

ShoreTel Success Story

conversion since agents are better able to match leads to our database and obtain the customer's history prior to a callback," remarks Lee.

Future plans include CRM integration

"In a market where mass customization is quickly giving way to marketing to the individual and each target market is a group size of one, we need to elevate service leadership and agility, especially with our more discerning and higher-value customers," says Lee.

To address this need, CBT plans to integrate its ShoreTel UC and ECC solution with its newly implemented CRM system, providing a greater level of automation and giving CBT agents access to richer information every time a customer calls the agency.

"The ShoreTel solution will have a long-term impact on overall business performance with far-reaching benefits," concludes Lee.

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ShoreTel. Brilliantly simple business communications.

ShoreTel, Inc. (NASDAQ: SHOR) is a leading provider of brilliantly simple IP phone systems and unified communications solutions powering today's always-on workforce. Its flexible communications solutions for on-premises, cloud and hybrid environments eliminate complexity, reduce costs and improve productivity.

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