



RENTAL CAR INDUSTRY CASE STUDY SUMMARY

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Emerging Global Services (EGS) implements a scalable omni-channel contact center platform staffed with highly trained bi-lingual agents to improve profits and Net Promoter Scores (NPS) for a rapidly expanding rental car company.

The EGS technology, combined with highly trained call center representatives in Hermosillo, Sonora, Mexico, implemented a highly scalable reservation and customer service call center focused on revenue generation and profitability.

The Challenge.

Help a low-cost rental car company, whose brand had taken a hit in recent years, improve revenue performance by helping to lower costs (profits), improve reservation bookings (revenue), and increasing customer satisfaction (revenue and profits) by turning their call center into a revenue-generating customer support and sales center.

The Solution.

Contract with an experienced (Travel industry) call-center provider (Emerging Global Services) located in Hermosillo, Sonora, Mexico (Nearshore) where high quality, English speaking labor is widely available at significantly less cost than in the U.S.A. The labor is exceptional when compared to call-center employees in the U.S. For example, almost all EGS employees have two or four-year college degrees which is not common in the U.S. market. In addition, most EGS employees have either lived in, or regularly visit, the U.S. Lastly, EGS employees are highly trained on a daily, weekly, and monthly schedule, creating a more efficient labor force at less cost than in the U.S.

In addition to quality labor, EGS rolled out an Artificial Intelligence (A.I) “Machine Learning” tool which, over an 18-month period, learned to duplicate many of the standard reservation calls currently handled by live agents. This reduced costs and improved quality and the efficiency across their enterprise.

The Results.

- Reduced total cost to serve by 48%.
- Help to improved Net Promoter Scores by 34 points, to 91% from 57% in 18 months.
- Increased phone-based reservations by 150% by implementing a comprehensive agent-training process which previously had never been put in place, combined with more A.I. based “self-service” options.

More about EGS.

Emerging Global Services, LLC (EGS), based in Phoenix, Arizona, USA is a Business Process Outsourcing (BPO) provider delivering innovative technology and labor services from emerging markets worldwide (USA, Mexico, Africa). The EGS solution delivers cost savings by leveraging our high quality, lower cost of labor and technology solutions, for any Travel Service provider, serving rental car companies, hotels and hospitality, airlines and online reservation companies.

Consumer based service providers, such as any company in the Travel and Hospitality sector, require a multi-channel customer communications strategy when it comes to support. While voice-related service is the most common channel of support in Travel and Hospitality, customers using SaaS, Web and Mobile applications prefer instant access to Chat, Text, Email and even Video within the application itself, or from Social Media pages and traditional Web and Mobile interfaces. EGS delivers cloud-based multi-channel solutions that fully integrate with most applications on the market, delivering a 360-degree view of your customers activity via robust reporting, Artificial Intelligence (A.I.) and data analytics, all in real time.

Learn more about EGS here: www.emergingglobal.com