



Orbitz is a leading online travel company that enables business and leisure travelers to research, plan and book a broad range of travel products. It owns and operates a portfolio of consumer brands including HotelClub.com and RatesToGo.com.



Together HotelClub and RatesToGo offer hotel and accommodation bookings for up to 12 months in advance as well as last minute travel bookings of three weeks or less. HotelClub partners with RatesToGo to provide the last-minute portion of their service offering. HotelClub provides consumers with over 48,000 accommodation choices in over 5,900 cities worldwide throughout 123 countries. HotelClub is a truly global offering with its services available in fourteen languages. RatesToGo has 1,500 hotels in 1,700 cities in 75 countries, offering services in 12 languages and 14 currencies. The two companies combined receive 8.8 million unique visitors to their web sites each month.

Business Challenge

HotelClub was in search of a partner who could deliver inbound sales and customer care to five European markets in seven languages (English, French, German, Italian, Polish, Portuguese and Russian) as well as provide a variety of back-office tasks. At the time, Transcom was delivering service to a HotelClub-related company called Octopus Travel. HotelClub was impressed with the news they received about Transcom's work from Octopus Travel and decided to contact Transcom to provide CRM solutions.

Transcom had the flexibility to quickly meet HotelClub's requirements. Transcom could rapidly recruit and place a corps of multilingual agents with a variety of skill sets at a single site to provide the desired services. Transcom's solution meant that HotelClub could save on the complexity and cost of managing multiple sites. With a single point of contact at a single site, HotelClub could devote freed-up resources to developing business in other areas.

Transcom's Solution

Transcom began partnering with HotelClub in December 2005 to deliver this joint inbound sales and customer care project to the French, Italian, German, Spanish and UK markets. In addition to making and finalizing hotel reservations for HotelClub customers over the telephone, Transcom also carries out a variety of back-office tasks such as contacting hotels to request more vacancies and taking care of email-based customer communications. When unable to meet the customer's accommodation request, Transcom undertakes a back-office search for alternative lodging. In addition, Transcom capitalizes on the customer contact to cross-sell products such as sightseeing tours and rental cars.

Transcom also handles hotel-related queries and manages customer complaints for HotelClub. An example of the standard flow is as follows: the customer makes a booking through Transcom; if the customer arrives at the hotel and encounters a problem with the room (such as the room being already taken due to a mistake in the system or other issues), the customer

CASE STUDY: HOTELCLUB.COM AND RATESTOGO.COM

contacts Transcom to communicate the situation; Transcom contacts that hotel and/or other hotels to find a solution; Transcom then follows up with the customer to present the solution. On rare occasions, when the case is particularly difficult, Transcom consults HotelClub offices in Sydney, UK or other offices to uncover a solution; Transcom then follows up with the hotel(s) and customer to resolve the situation.

Achieved Results

The majority of HotelClub's inbound communications for the markets covered are handled by Transcom, leading to significant cost reductions for the client. Transcom demonstrates its commitment to customer relations excellence by strictly monitoring calls, and the client is very pleased with the resulting quality. Moreover, by operating long hours and weekends, Transcom makes HotelClub more available to its customers.

Facts: HotelClub.com

- Established in 1996
- Highly competitive rates and last-minute deals
- Offering over 48,000 hotels in 123 countries worldwide
- More than 6 million unique visitors per month
- Special benefits and perks for 5 million members
- Website translated into 14 languages Chinese (Simplified & Traditional), English, French, German, Italian, Japanese, Korean, Portuguese, Spanish, Swedish, Polish, Thai, Russian and Dutch
- Offices in key cities in Europe, Asia, Americas and Australia

Facts: RatesToGo.com

- Launched in 2002
- Over 15,000 hotels in 1,700 cities within 75 countries worldwide.
- currently receives over 2.8 million unique visitors per month.
- Special benefits and perks for 5 million members
- Customers have access to the website in 12 languages and can pay for their booking in one of 14 currencies.

Facts: Transcom

- Established in 1995 by the Kinnevik group
- Europe's largest geographic CRM solution provider
- The services offered include inbound and outbound customer contact, Interactive Voice Response (IVR), Internet services, legal services, CRM consultancy and Credit Management Services
- More than 20,000 employees in 29 countries across Europe
- Delivers services in 33 languages to over 120 major clients