

BT SmartNumbers Mini Case Study Future Travel

Future Travel is part of United Co-Op Travel Group and serves over a million customers every year. It is Europe's largest travel 'home working' company and one of the largest teletext-based companies in the UK.



The Business Challenge

Future Travel needed to achieve both a high-quality experience for their callers as well as the distribution of calls to the most appropriate agent. This was made difficult when inbound calls had to be distributed to over 600 different locations.

Solution

Future Travel turned to the SmartNumbers Virtual Contact Centre solution. It provides real-time statistics and queue management tools.

With this, incoming calls can be evenly distributed to agents across the UK based on skills, agent availability and entitlement. It also allows the Co-Op Contact Centre Manager to quickly add or reduce individual queue capacity as required, making it easier to plan capacity.

Results

Future Travel now operates at a lower cost than its competitors and provides a higher quality of service for its customers.

As well as providing an efficient and cost-effective technical solution, SmartNumbers has helped Future Travel to reduce staff churn by offering flexible home working hours.

Future Travel was named as one of four finalists at the European Call Centre Awards in the category 'Best Use of Technology', based on the SmartNumbers Virtual Contact Centre.

“ We worked very closely with SmartNumbers on the design and configuration of the Virtual Contact Centre and have created some unique business models that take into account both our quality of service goals and how we compensate our agents. SmartNumbers has been instrumental in not only delivering a high quality experience for the caller but also achieving an optimal distribution of calls to agents ”

*David Picking, IT Manager,
United Co-Op Travel Group*