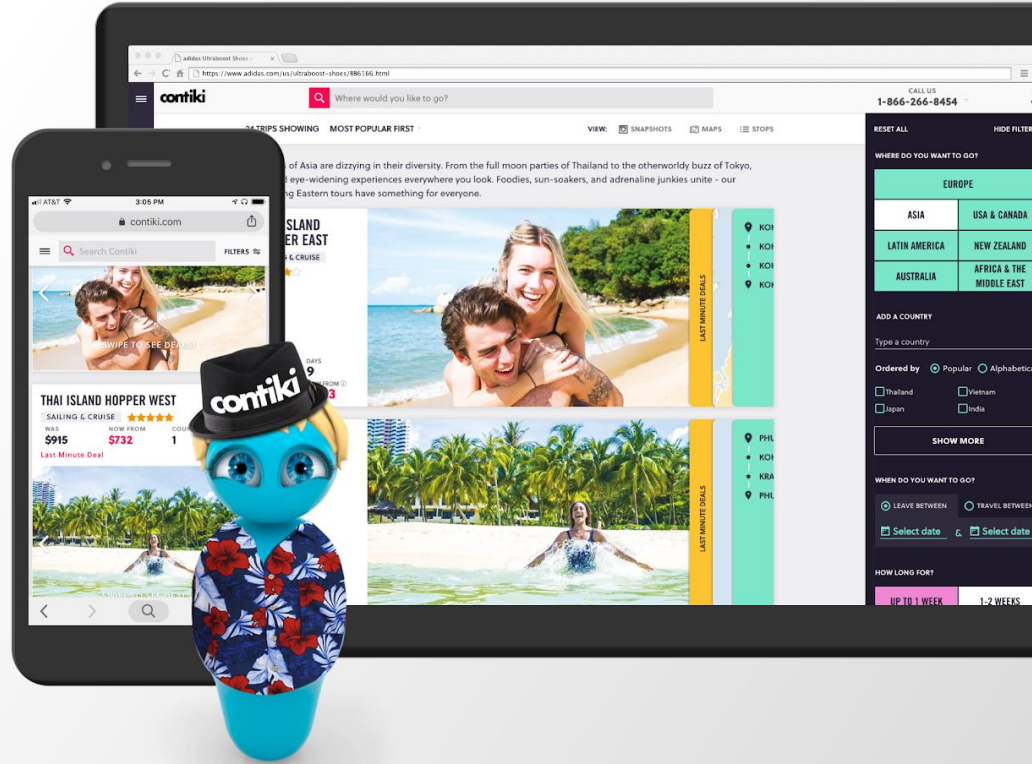


Success Story

Contiki expertly navigates customers to their destinations using the INSIDE platform



Summary

Contiki, a travel company that offers tours for people aged 18-35, offers a huge array of trips all over the globe. The amount of data, inspiration, and products offered on the website is immense and they were seeking a way to assist customers browsing the website. Contiki is unique in that chat operators truly act as travel agents.

Challenge

It's much more difficult to communicate with a customer demographic that is less like to utilize traditional methods of contact. Customers often require additional assistance while navigating a website and completing successful travel plans.



Objectives

- ★ Simplify searching Contiki's website for potential and current customers and proactively guide them to the information they're seeking
- ★ Make it easy for travelers to purchase a complex and multi-faceted product
- ★ Make customer service fun, intuitive, and rewarding for Contiki chat operators



You can save money if you switch your arrival date

That would be great!
Thanks for mentioning

My pleasure! Enjoy the rest of your night



"Our old chat... wasn't as interactive or exciting as the interface that we have now! INSIDE gave us a lot more than what we expected!"

Results

- ★ INSIDE allows operators to help customers move around the website, preventing them from being intimidated or overwhelmed by ample information and a complex product
- ★ INSIDE allows operators to manage pain points before it's too late, preventing customer dissatisfaction
- ★ Increased customer inquiries
- ★ Increased conversion rate
- ★ Reduced overall handling time
- ★ 25 times more online conversions with proactive chat





"We've had many more requests as far as trip quotes. We've gotten a lot better at acquiring the data we need and filtering it to see the best way to contact a customer after they've left the site. There have been a lot of leads from using INSIDE. Frequently asked questions that clog our phone queues now only take a few seconds, whereas they used to take a few minutes after waiting on hold."

Jen Helsper
Marketing & Communications Specialist
at Contiki