ADVENTURE TRAVEL SPECIALIST

Elevating Customer Experience with Unified Communications

How a bespoke travel specialist replaced fragmented tools with one centralised voice operation, with real-time visibility of every interaction.

THE CHALLENGE

- Multiple disconnected communication tools creating data blind spots
- No centralised view of customer interactions or journey history
- Inability to track or measure the quality of service being delivered
- Manual processes slowing down enquiry handling and trip coordination
- Limited scalability to handle seasonal booking peaks

THE SOLUTION

- Replaced multiple fragmented tools with a single Amazon Connect deployment
- Implemented WhatsApp messaging (inbound and outbound) across multiple teams for seamless customer communication
- Integrated Microsoft Teams video meetings via Google Calendar for multiparty video consultations — from enquiry to sales completion
- Deployed real-time dashboards giving supervisors full visibility of queue performance
- Integrated call recording and Contact Lens for quality assurance

Centralised
COMMUNICATIONS PLATFORM
All fragmented tools replaced with a single, unified voice platform

Enhanced
OPERATIONAL SCALABILITY
Consumption-based model handles seasonal peaks without over-provisioning

Real-Time
CUSTOMER INSIGHTS
Supervisors now have live dashboards showing queue performance, wait times, and agent status

KEY TAKEAWAY

For a premium travel brand, the voice channel is everything. By centralising fragmented tools into a single, unified platform with real-time visibility, the client transformed their CX operations from reactive to proactive — ensuring every customer interaction reflects the quality of their bespoke travel experiences.

Technology Stack: Amazon Connect · Amazon Connect WhatsApp Channel · Microsoft Teams (Video Integration) · Google Calendar API · Amazon Contact Lens · Amazon CloudWatch · Amazon S3 · AWS IAM

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