

Cruising to Success

We committed to increase Gross Revenue per Call Handled by a minimum of 20 percent, or the Client was free to walk away.



Xerox's ability to exceed an aggressive, highly-competitive sales goal in these stressful and recessionary times, proved to our Client that Xerox delivers on its commitments.

The Challenge

The client was missing out on incremental revenue opportunities due to the lack of true selling capabilities on the phones. They were looking for a partner to resolve their ongoing challenge of having "order takers" answering their cruise sales calls. They had been unable to "crack the code" and find agents who were proficient in truly selling cruises in a consultative, professional manner.

The client had specific sales criteria for Xerox to accomplish within a short six month window: Increase revenues by at least 20 percent over and above their existing outsource partner, and increase service level metrics.

Xerox seized the challenge. We committed to increase Gross Revenue per Call Handled by a minimum of 20 percent and if we did not meet this metric and provide service that exceeded their expectations within in the first six months, the client was free to walk away.

- Loss of revenue opportunities due to "order takers"
- Stagnant percentage of repeat guests
- Lack of a personalized, long-term relationship building
- Service Metrics fair, but significant room for improvement

The Bottom Line

The client offers complete cruise line travel management services with highly competitive prices and 24/7 phone and online traveler support. They were doing well, but something was missing. If they

The Solution

To meet the client's aggressive sales criteria, Xerox developed the "Personal Cruise Consultant" (PCC) model. Xerox's PCC model offers a team of experienced, high-end consultative travel sales professionals with proven experience in selling cruise vacations based on each caller's demographics and preferences. In conjunction with the consultative sales approach, the PCC works to develop a long-term relationship with the customer. Participation in a commission-based compensation plan illustrates the confidence that both Xerox and our PCCs have in our professional selling techniques.

Additionally, Xerox sponsored a professional travel sales accreditation program with intensive training provided by Cruise Lines International Association (CLIA). Ensuring that all PCCs have the professional designation of an ACC signified to our client Xerox's commitment and plan for continued professional growth and leadership in the cruise sales industry.

- Accredited Personal Cruise Consultants (PCC)
- Deliver high-end consultative inbound cruise line sales and service
- Guests have their own personalized cruise specialist.
- Industry accreditation through Cruise Lines International Association (CLIA)

could find a way to step up their sales and conversion rates, the client felt confident they could be doing exceptionally well. But how could they crack the code? They partnered with Xerox.

Sector: Transportation, Travel and Logistics

Solution: Certified travel sales professionals

Client: Premier Travel Service Provider

Challenge: Fast ramp to deliver quality sales experience

Results: Xerox launched center of excellence 5 weeks after signing, customer relationship

The Results

As a result of the incredible efforts of our PCCs and outstanding management team in Kent, Washington during the first six months of the program, Xerox was awarded an additional 36-month contract with the client. Xerox now handles all Cruise Customer Service Calls in addition to handling 100% of the client's Cruise Sales calls.

Xerox's ability to exceed an aggressive, highly-competitive sales goal in these stressful and recessionary times, not only proved to our Client that Xerox delivers on its commitments and is a highly collaborative, strategic long-term partner; but continues to firmly establish Xerox as a major provider in the cruise and leisure travel industry.

- 20% increase in revenues
- Increased up-selling and cross-selling
- Improved all key Service Metrics
- Personalized consultative sales and service
- Increased repeat guests and referrals

