



Case Study

BPO | Travel & Hospitality

Delivering Empowering Employee Experiences

Itel, an international, award winning business outsourcing customer experience partner partnered with Central to support their client, a leading travel hospitality brand to improve employee engagement and performance for their inbound voice customer care and reservation services for regular and VIP lines of businesses.

Itel HQ: Jamaica
Employees: 6,000

97%

Platform engagement rate within the first 9 months of launch

95

VoC score out of a target of 93

95%

AHT adherence



Itel's Goals

- **Engagement:** Boost employee engagement through personalized learning and coaching
- **Learning:** Maximize employee learning with self-paced individualized learning plans
- **Quality Assurance:** Identify gaps take real-time action with QA audits that are taken from every call
- **Recognition:** Create friendly competition, promote high achievement, provide positive reinforcement

"Our partnership with Central has allowed us to create an environment where employees feel engaged, motivated, and empowered to provide exceptional customer experiences using innovative technologies and personalized strategies that allow us to tailor our employee experience to individual goals."

- Ravardo Johnson, Operational Excellence Manager, Itel

Accelerating Performance

Providing a holistic solution to motivate employees and drive business results



Engage

- Notifications for daily log ins
- Personalized learning and training modules and campaigns



Reinforce

- Points and badges for learning milestones and high performance
- Coaching tips focused on improving performance



Reward

- Peer and Manager Kudos
- Leaderboards
- Points and Badges

Delivering the best employee experience for client success

Itel now has an integrated, data informed way to monitor, assess, and improve individual agent performance and success rates as well as provide coaching and training support as needed.

Since deployment, 4,010 coaching tips have been sent, 20% of those have been solely focused on performance improvement (top KPIs were VOC resolution and conversions).

1,960 congratulatory kudos have been sent to reward and recognize high performers.

What's Next?

Itel is looking forward to implementing team-wide challenges to increase friendly competition among agents within a line of business and to adding a virtual store where awarded points can be redeemed to further reinforce KPI attainment and encourage the delivery of exceptional results.